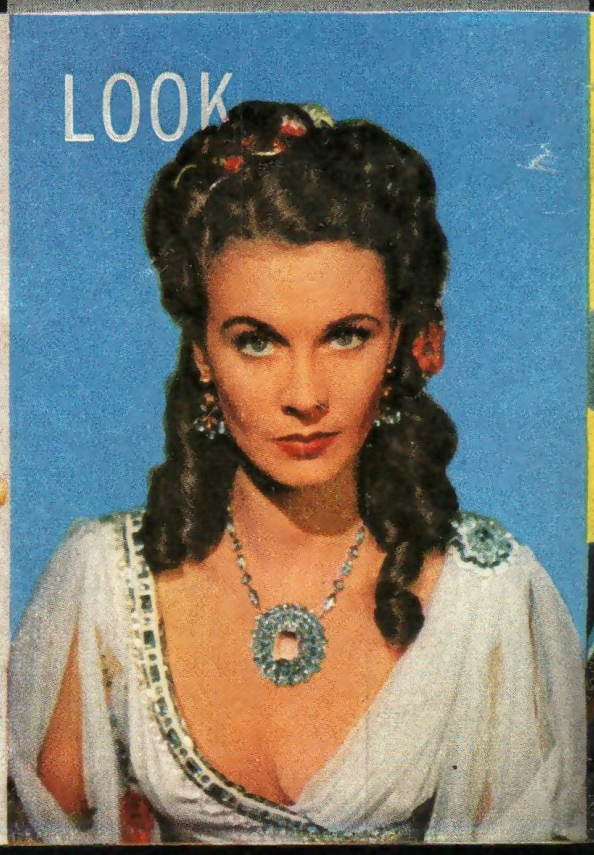
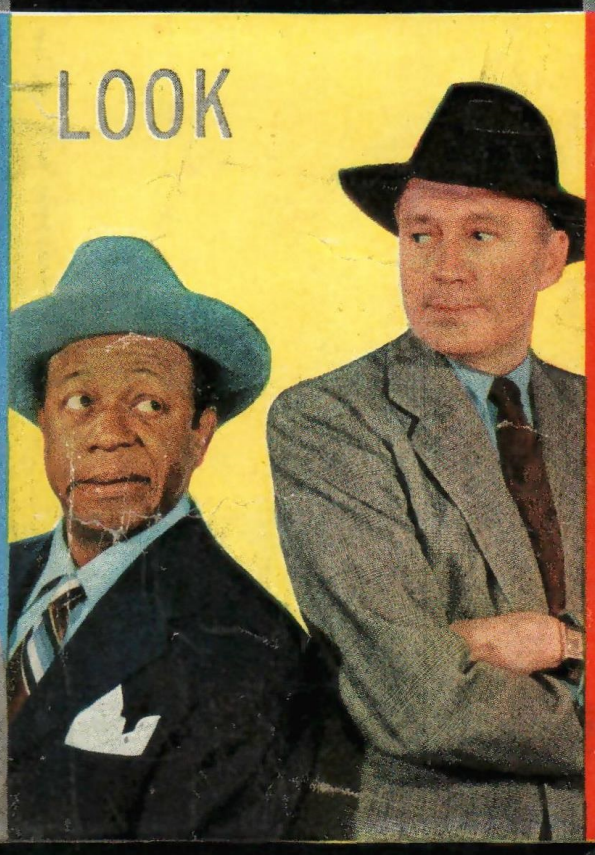
LOOK

FOUR DIETS YOU CAN TRUST

ANNUAL TV AWARD WINNERS

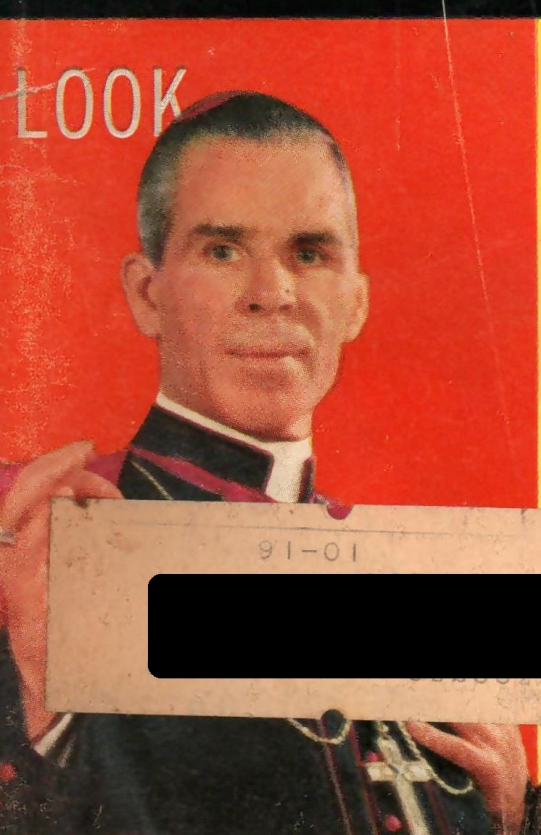
15¢ JANUARY 8, 1957





LOOK'S 20TH ANNIVERSARY STORY

THE 20 MOST EXCITING YEARS OF YOUR LIFE



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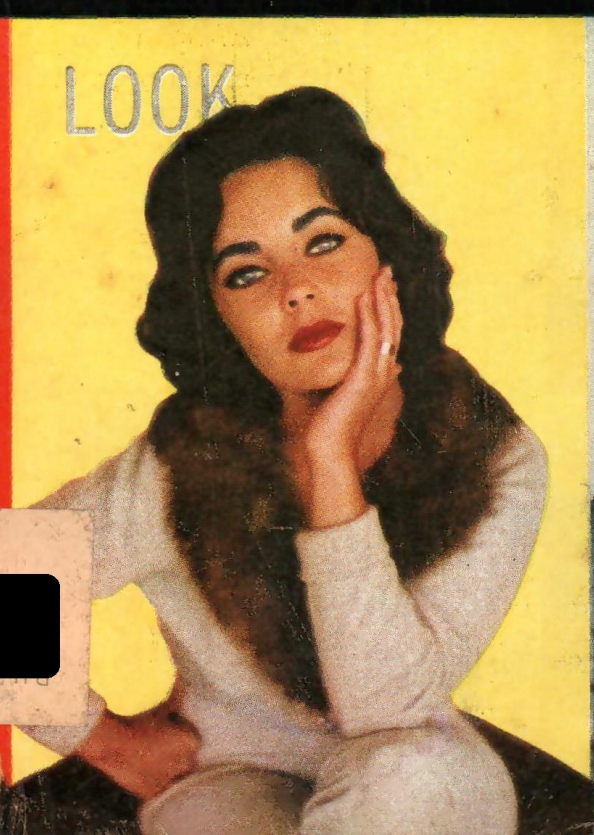
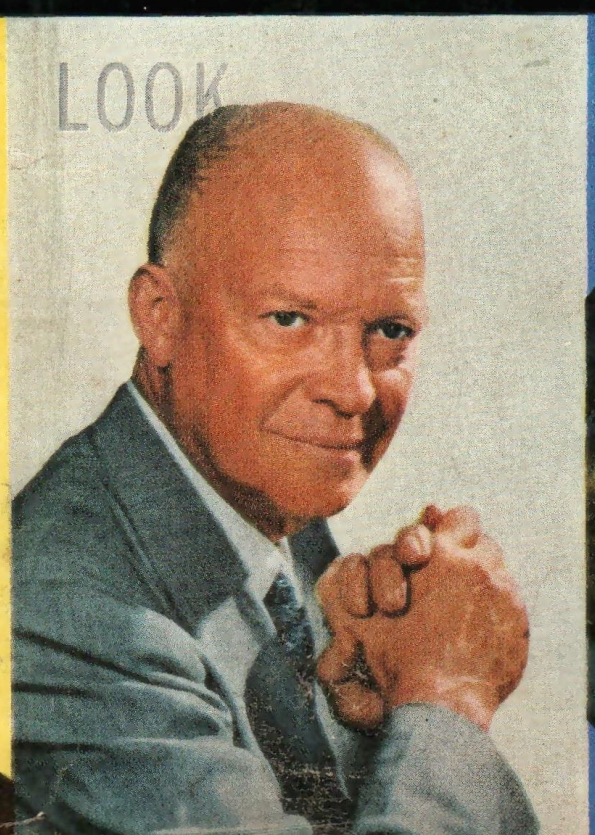
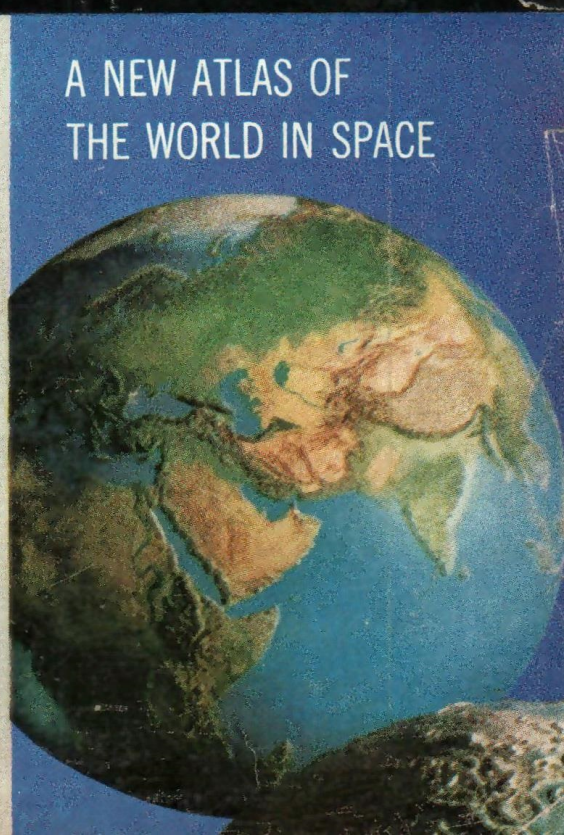






Here's why your family should be among the millions who use

ONLY GLEEM – *the toothpaste for people who can't brush after every meal*

JUST ONE BRUSHING destroys decay-and odor-causing bacteria

MOUTH BACTERIA, CHIEF CAUSE OF DECAY, BUILD UP OVERNIGHT LIKE THIS

AFTER ONE GLEEM BRUSHING, UP TO 90% OF THESE BACTERIA ARE DESTROYED

Can you and your family always take time to brush after meals, even though it's best? Then use Gleem, the toothpaste that meets this modern problem. Just *one* Gleem brushing destroys most bacteria. That's how Gleem with exclusive GL-70 gives added resistance to decay . . . and protects most people against mouth odor *all day*. You'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. That's why so many families use *only* Gleem—it's the toothpaste for people who can't brush after every meal.

Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Start *your* day with Gleem.

How do you *fight a Cold?*

Nose drops often help relieve congestion . . . anti-histamines, aspirin, cough syrups can help. But remember . . . these non-antiseptic cold remedies don't kill germs the way Listerine Antiseptic does . . . and germs cause much of the misery of colds and the sore throats they bring. Listerine kills germs instantly . . . by millions. No matter what else you do for a cold—use Listerine Antiseptic! Use it full-strength!

NO MATTER WHAT ELSE YOU DO FOR A COLD YOU NEED AN ANTISEPTIC

to kill germs like these!

Pneumococcus Type III | Hemophilus influenzae | Streptococcus pyogenes

At the first sign of a cold . . .

Listerine Antiseptic—Quick!

Helping to speed your telephone call. Telephone man Byron Jensen tests the intricate equipment that gets your number quickly and accurately.

PHOTOGRAPHS BY ANSEL ADAMS

He keeps an electric brain thinking clearly

You benefit from skills like his whenever you use the telephone

Instructing Boy Scouts. Byron, a troop chairman, shows scouts how to orient themselves with a map and compass in the beautiful Wasatch Range near Provo, Utah.

Every time you make a call over a dial telephone, you start an electric brain "thinking" in one of our offices.

First, it tells you when to start dialing by means of a tone. Selects your number automatically from many thousands or millions. Then rings your party or tells you the line is busy.

Such equipment is indeed remarkable. But with all its electronic magic, it still needs the help of people. Day and night, there is continuous checking and maintenance by telephone office craftsmen like Byron Jensen.

"Big part of the job," he says, "is to keep trouble off the lines. For every one of those calls is important to someone. And some can be very important.

"Not only personal calls, but fire alarms, burglar alarms, radio programs and even newspaper pictures go through this same equipment."

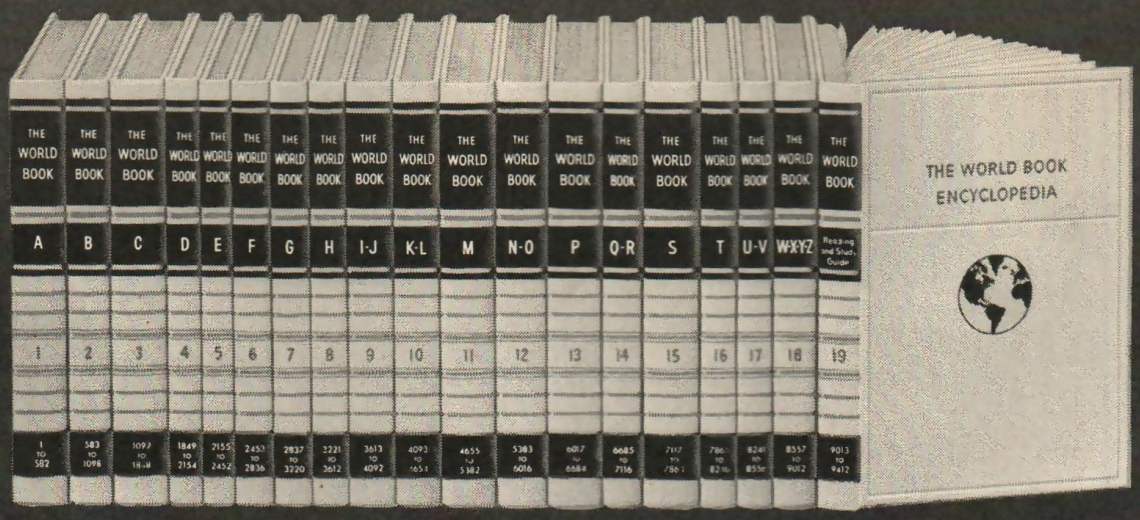
Each Sunday Byron teaches a class for boys. Many of his evenings and week ends are devoted to Boy Scout work.

For a person who enjoys helping others, he finds his telephone work particularly satisfying.

"Whenever I watch those dial switches work," he says, "I get the feeling I'm at the nerve center of the community."

Working together to bring people together

BELL TELEPHONE SYSTEM



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Mr. Howard V. Phalin
World Book, Box 3565
Chicago 54, Illinois

I'm interested in a future with the World Book organization, and would like to know more about the possibilities. Please send me a copy of your free booklet, "Your Opportunity Unlimited", which explains these new openings fully.

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Question Column ?

QUESTION OF THE MONTH

What is your most important reason for toothbrushing?

Mrs. John Hickey, housewife, Denmark, Wisconsin—Because I like to have my mouth fresh and clean and my teeth clean. It isn't good to have food particles in your teeth, and brushing is the easiest and the very best way you can remove them.

Joseph Sklover, comptroller, Silver Spring, Maryland—To keep my teeth clean and to conform to a habit that has become part of my life. I guess I'm conditioned to toothbrushing. I'm used to the taste of tooth paste every morning of the year.

Mrs. Henry Bach, agency executive, New York, New York—To keep my mouth clean. For hygienic purposes. And, of course, it is well known that clean teeth do not decay as fast as those which contain food particles. That's why I brush my teeth regularly.

Phemie Marchuk, bacteriologist, Columbus Laboratories, Chicago, Illinois—The most important reason for brushing, authorities tell us, is to prevent decay. Teeth should be brushed three times a day, immediately after eating. Choose a toothbrush that fits the dental arch, and one you're sure is sanitary. The safest, cleanest toothbrush you can buy is a Dr. West's Germ-Fighter. For up to 4 months in use the Germ-Fighter inhibits or destroys germs that lodge on it and hold to it, whether these germs are picked up while brushing or fall on it while the brush hangs in your bathroom.

Copr. 1957 by Weco Products Co.

THE ALL NEW
DR. WEST'S GERM-FIGHTER
TOOTHBRUSH 70¢

LOOK

America's Family Magazine

REG. U. S. PAT. OFF.

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ABOUT THE COVER

The pictures on Look covers and in its stories over the past 20 years have mirrored a kaleidoscopic era represented by, left to right, Franklin D. Roosevelt (photo by Wide World); Vivien Leigh (United Artists); Jack Benny and Rochester (Frank Bauman); Queen Elizabeth (Baron-Pix); Bishop Sheen (Arthur Rothstein); Elizabeth Taylor (Avedon); Dwight D. Eisenhower (©Karsh from Pix) and the Look geophysical globe, described in this issue (©1956 by Geo-Physical Maps, Inc.; photo by Arthur Rothstein).

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In the Next Issue . . .

Approximately 180,000 babies die in the first year of their lives. Two out of three who die the first year fail to survive the first month. In the next issue of Look, a text-and-picture story of a baby's first 30 days tells how to cut this toll.

picture credits

13—(1) News of the Day, INP; (2) British Information Service; (3, 4) Frank Bauman. 14—(2) Topham, Black Star. 15—(1) News of the day, INP; (2) INP. 16—Wide World. 17—(1, 2) Wide World; (3) British Information Service; (4, 5) INP. 18—INP. 19—UP. 20—(1) INP; (2) U. S. Army. 21—(1) Look; (2) UP; (3) Alex Henderson-"Better Living" (Dupont). 22—(2) Blau, Pix; (3, 5) Wide World; (4) Frank Bauman; (6) Christopher Scott-Telephoto Agency, Paris. 23—(1) Wide World; (2) Look. 24—(1, 3) Wide World; (2) UP; (4) INP; (5) Ozzie Sweet. 27—(1) INP; (2) James Hansen; (3, 6, 7, 9) Wide World; (4, 8) Look; (5) UP. 28—Arthur Rothstein. 29—(1) Bob Sandberg; (2, 4) Phil Harrington; (3) Leo Friedman. 30—(1) Frank Bauman; (2) INP. 31—(1) Wide World; (2) Comet-Gilloon. 32—(1) Look; (2, 3) INP. 33—(1) Combine; (2) INP; (3) Wide World. 34—(1) Schaal, Pix; (3) Paris-Match, Gamma; (4) Earl Theisen. 36-43—Arthur Rothstein. 44—Look. 50, 51—James Hansen. 55—(1, 3, 4) Arthur Rothstein; (2) Michael A. Vaccaro. 56—Arthur Rothstein. 57—Michael A. Vaccaro. 60—(1) NBC; (2) Philip D. Gendreau. 61—(1) Earl Theisen; (2) CBS. 62—(1) Doug Jones; (2) CBS. 63—(1) NBC. 64—(1, 3, 4) CBS; (2, 5) NBC. 66—(1) Bill Kobrin; (2, 4) CBS; (3) Thecla; (5) ©Walt Disney Productions; (6) NBC. 70—(1) UP; (3) Look; (5) INP. 71—(2, 3) Arthur Rothstein; (4) INP.

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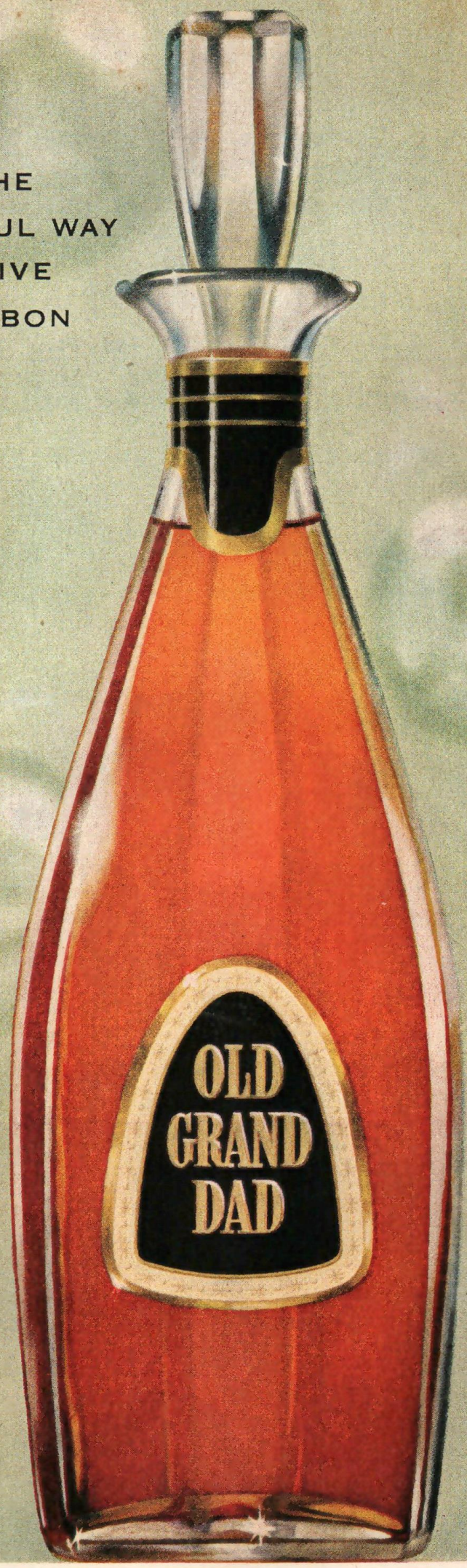
THE
MOST BEAUTIFUL WAY
TO GIVE
FINE BOURBON



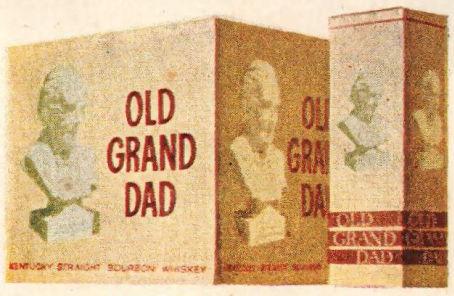
OLD GRAND-DAD

"HEAD OF THE BOURBON FAMILY"

Classic Decanter

FOR 1956

FOR YOUR holiday gift-giving, Old Grand-Dad is presented in the most beautiful of all decanters. Selling at the same price as the standard bottle, it contains the same measure of the same fine bonded bourbon whiskey. It is your annual opportunity to honor the true bourbon fanciers among your friends.



A TRULY MAGNIFICENT GIFT

Both the Old Grand-Dad Classic Decanter and the regular bottle are available in Presentation Cases of one dozen, with beautiful holiday cartons of matching design. A most generous gift for the top people on your list!

KENTUCKY STRAIGHT BOURBON WHISKEY · 100 PROOF · BOTTLED IN BOND · THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KENTUCKY, DIVISION OF NATIONAL DISTILLERS PRODUCTS CORPORATION

ANSWERS

1 CHILDREN, TEACHERS, 8 MILLION 2 THE LIFE YOU SAVE MAY BE YOUR OWN 3 See you at the polls 4 (a) Douse Fires (b) Break Matches (c) Crush Cigarettes

5 U.S. Savings Bonds 6 American Council To Improve Our Neighborhoods 7 (a) TRUTH (b) FREEDOM 8 In Ground Observer Corps 9 American Business

TEST YOURSELF: How many of these simple puzzles can you solve without turning this page upside-down to see the answers? Take a bow for every one you solve—but give American businesses some credit, too. They donate millions of dollars of advertising each year to make you aware of these public service messages.

3. Last November, this gesture meant:
☐ See you later, alligator ☐ See you in church ☐ See you at the polls.

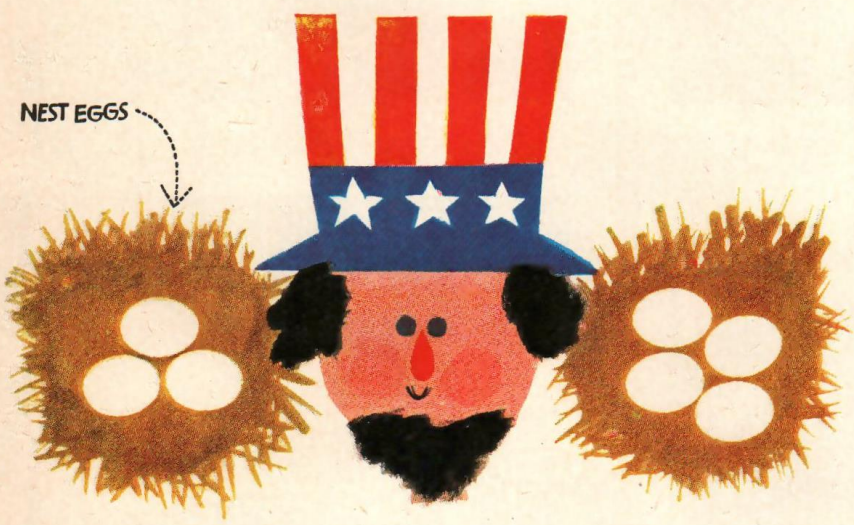
4. To prevent forest fires, Smokey asks us to Ⓐ _____, Ⓑ_____, and Ⓒ_____

7. Behind the Iron Curtain, on Radio Free Europe . . . Ⓐ Your dollar sponsors One Minute of TR_TH Ⓑ Send your dollar to Crusade for FR _ _ D _ _.

8. This American Citizen Is:
☐ Watching Horses ☐ Bird Watching ☐ Watching Girls ☐ In Ground Observer Corps ☐ Watching Moon

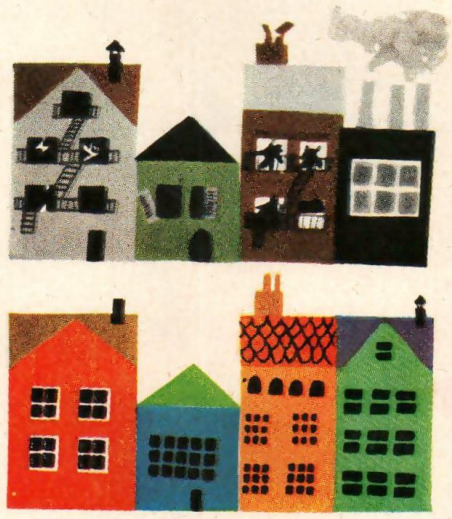
1. Many of our schools have too many CH_____N and not enough T__CH ___. By 1960 there will be ☐ 1 million, ☐ 3 million, ☐ 8 million, more children in our nation's schools.

2. Complete the following slogan: Be careful . . . THE LIFE YOU SAVE ____ ____ ____ ____!



5. Riddle: What is it that for every three you invest, in ten years you get back four?

C OUNCIL
O UR
T O
I MPROVE
N EIGHBORHOODS
A MERICAN



6. Can you put the words together so the first letters spell ACTION? The slogan of this organization is, "Good neighborhoods are our nation's strength."

9. Find the Twins: The two identical money bags tell you who sponsors and pays for all these public service programs.

HERE'S WHY YOU SCORED SO HIGH

There probably isn't a day that goes by that you haven't heard or read at least one of these vital public service messages. Why? Simply because American businesses, recognizing the importance of these projects, gladly donate space in their printed advertising and time from their radio and TV shows to bring you these messages. And the magazines, newspapers, radio and TV stations, outdoor poster and car card companies all contribute free time and space, just as this magazine has done.

The Advertising Council, along with the nation's leading advertising agencies, directs and prepares these campaigns – free of charge. *Not one penny of taxpayers' money is used to pay the cost of this million-dollar advertising.*

Thank you for your time and attention. Your biggest contribution to this effort is to *continue* to be aware of these public service activities.

The Advertising Council
. . . for public service

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1957 Make this your LUCKY year 1957

Good year ahead . . .

full of great days . . .

and special moments.

Perfect times . . .

to light up a Lucky!

Man, what a cigarette!

Outdoors . . .

or indoors . . .

doin' the chores . . .

or takin' it easy . . .

it's the best-tasting cigarette you ever smoked!

LUCKIES TASTE BETTER

CLEANER, FRESHER, SMOOTHER!

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LETTERS TO THE EDITOR

The Vanishing Russians

We are deeply grateful for your clear presentation [*The Case of the Vanishing Russian,* LOOK, November 27] of the issues involved for all true Americans in safeguarding those who seek asylum in the U. S. A. from Communist persecution abroad—including protection for their American-born children. I hope your true story will alert all welfare, church and citizen groups across America to the necessity of making sure that all refugees who have sought asylum here receive every community assistance in firmly establishing themselves, so they will repulse alien efforts to coerce them to return.

We believe Alexis Chwostov acted from fear of persecution by the Soviet both of himself and his family. Fortunately, the number of potential redefectees is extremely small and confined to problem cases like this one. But with careful local community initiative, even this small number can be saved for freedom. We are encouraged to believe that LOOK's help in telling this story will assist our Government agencies in correcting procedures to protect such cases in the future.

We must not forget little Tanya, whose future, whether with her mother in her home in Detroit, or with her father in Russia, is now being decided in a British court. If some LOOK readers wish to help in Tanya's defense, I suggest that they send contributions either through their own churches or direct to the Church World Service, 215 Fourth Ave., New York City.

Congratulations to Carl Brandt, Jr., and Bob Sandberg for their excellent reporting, which was most helpful in getting action on this urgent case. . . .

ROLAND ELLIOTT
Director, Immigration Service
Church World Service
New York, N. Y.

It Tolls for Glee

I never thought I'd be able to get a good hearty laugh out of the New Harmony Bridge, . . . but your *For Whom the Bridge Tolls* [LOOK, November 27] was a gasser to say the least. Thanks for a good "tongue-in-cheek" article over a "foot-in-mouth" problem about a bridge that tolls and owns an encyclopedia at that. I just hope that those 60 bottles of Hadacol weren't poured into the Wabash River. Our fish are big enough; so are our fish tales.

CHARLES E. FOLEY
New Harmony, Ind.

From Chakta Comes Vodka

Noticed in LOOK, November 27, the cartoon [*below*] with the following

caption: "The next thing you know, the Russians will claim they invented vodka." Believe it or not, the *Americans* have, and recently I read that the Publicker Research Bureau has proved vodka came from Chakta, distilled from potatoes by the Peruvian Indians who brought it to this country. . . . It was then transmitted from North America to Russia by the Vikings. In other words, your cartoon had more than a "grain" of truth!

STANLEY A. FRANKEL
Scarsdale, N. Y.

Jews Behind the Iron Curtain

I wish to compliment you on the very warm human-interest story you published, *The Plight of the Jews in Russia* [LOOK, November 27]. I have followed the various articles by the rabbis who returned from the Russian pilgrimage, but none has caught the feeling of the people as well as Dr. Miller's. . . .

ROSE H. MALZBERG
Albany, N. Y.

. . . If Rabbi Joseph Miller had written about "The Plight of the Arabs in Israel" instead of "The Plight of the Jews in Russia," . . . much good might have resulted. . . .

I. L. HUNT
Batavia, Iowa

continued

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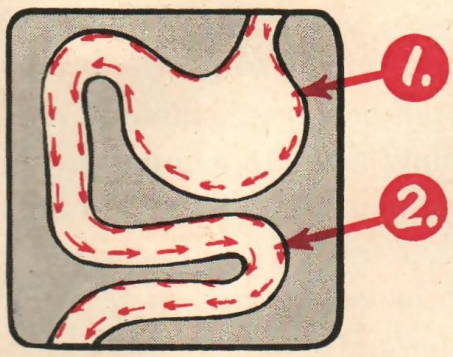
Stomach UPSET?

Indigestion? Nausea? Diarrhea?

Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!



Pepto-Bismol helps soothe in the stomach... where overdoses of soda and alkalizers may actually prolong the upset!

Pepto-Bismol also helps calm distress in the intestinal tract . . . where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea —without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

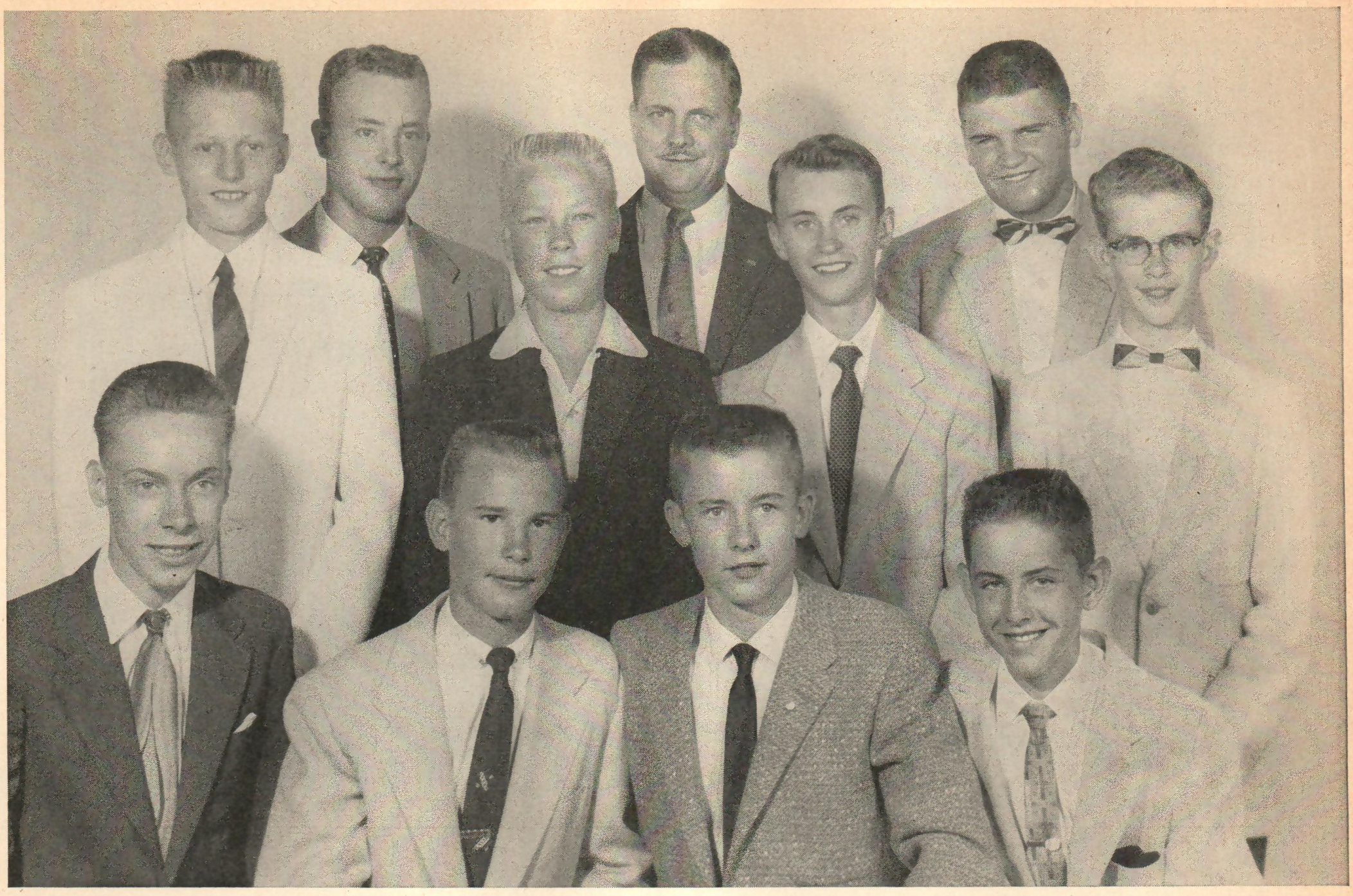
P.S. MOTHERS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!

Take Hospital Tested

Pepto-Bismol®

...and feel good again!

A NORWICH PRODUCT



These young men who make up a "Civic Reading Club of Dallas, Texas" training team are typical of the hand-picked groups which represent Civic. Left to right: (top row) Frank Lindell, Dan Miner, Bobby Hunt; (center row) Mickey Jones, Bob Lambert, Gary Dockham, Howard Boozer; (bottom row) Ed Maier, Skipper Trimble, Jimmy Hailey, Charles Groves.

Building a brighter future

Hundreds of young men all over America are preparing themselves for brighter, more responsible futures as members of Civic Reading Club supervised sales-trainee teams.

As they offer the best of America's publications to families right in their own home towns, these young men are gaining the experience which will make them invaluable to the world of business and to their communities.

Whether they are career salesmen or college and high school students working weekends, evenings and summers, these trainees in nation-wide Civic Reading Club sales training programs are taught self-reliance, honesty and fairness in their dealings with the public—learning the lessons which they will carry with them all through life. So the next time you meet one of the Civic Reading Club young men, invite him into your home. You will find him courteous and sincere. And you will find he offers an unmatched pay-as-you-read plan just right for your family's needs—a plan which includes your choice of such outstanding publications as *Look, Coronet, Saturday Evening Post, Parents', Ladies' Home Journal, Child Life, American Home,* and many others.

If you know of a young man or woman who would be interested in taking part in a Civic sales-trainee program, write to Civic Reading Club, Inc. in Des Moines, or contact your local Civic representative.

CIVIC READING CLUB

"A Local Club For Your Community"

DEALER REPRESENTATIVES IN:

ALBANY, N.Y.
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General Headquarters: Civic Reading Club, Inc., LOOK Building, Des Moines 6, Iowa
Affiliated with Periodical Sales Company and LOOK Magazine.

Memories of Fence Lake, N. M.

What nostalgia was aroused by your article on Fence Lake, New Mexico, *A Wide Place on Highway 32* [LOOK, November 27]. My stepfather, the late W. T. Walker, taught in the first log-cabin school there in 1930. We slept in back of the schoolhouse and cooked under some trees until our pole cabin could be built. My brother and I cut and peeled those poles . . . and chinked the cracks with mud ourselves.

MRS. CARLYN ELLIOTT
Florence, Texas

. . . I think perhaps your readers will be interested in knowing that they can find additional information on this small community of Fence Lake in my book on *Modern Homesteaders: the Life of a 20th Century Frontier Community* (Harvard University Press, 1955).

EVON Z. VOGT
Harvard University
Cambridge, Mass.

Arthritis Overpowered

In *Diet Won't Cure Your Arthritis* [LOOK, November 27], Dr. Russell L. Cecil mentions a recent book concerning the treatment of arthritis by dietary means. Since I have read this book . . . very thoroughly, I feel that I must agree with Dr. Cecil in his opinion of this book. However, there are many other statements in this article with which I am forced to disagree. I myself am an "accurately diagnosed patient" who suffered for approximately five months with rheumatoid arthritis in 1950 and was unable to work during almost this entire period. However, thank God, I have been able to work many hours each day since that time and am still continuing to do so. . . . Dr. Cecil is apparently somewhat of a pessimist. He states categorically that there is no cure for rheumatoid arthritis. . . . I have cared for and cured, by the same method used upon myself, many, many other patients. . . .

LEONARD K. SUPPLE, M.D.
Beacon, N. Y.

Meeting at the Summit

Your photograph of Cecil B. DeMille and Theodore Roberts in *Mr. DeMille and Moses, 1923-1956* [LOOK, November 27] recalls the incident when Mr. DeMille was making the first *Ten Commandments*. Two of the principal actors, Theodore Roberts and James Neil, arrived at the producer's office for a conference. They were both in biblical costumes and they waited over an hour, until finally a secretary came out and said: "Who was it you said was calling?" Roberts gave the answer: "Just tell him that Moses and Aaron are waiting to see God!"

ROSALIND MOGER
Brookline, Mass.

Questioning Dr. Peale

Dr. Norman Vincent Peale's reply [*Norman Vincent Peale Answers Your Questions*, LOOK, November 13] to a mother whose teen-age daughter was excluded from a dancing class limited to Jewish children overlooks, in my opinion, an important principle inherent in the situation. . . . This kind of exclusion is out of keeping with the American tradition of judging people on their own merits. For teen-agers, particularly, such group distinctions—induced largely by their elders — lay the foundation for increasingly higher barriers in school and after-school activities. . . .

It is the more regrettable that in this instance it is the "minority" group . . . that engages in a discriminatory practice. . . .

JOHN SLAWSON
American Jewish Committee
New York, N. Y.

. . . I wish to cancel my subscription. . . . I found the defense of birth control [*Norman Vincent Peale Answers Your Questions*, LOOK, November 27] most offensive. . . . The first few issues of Dr. Peale's column were most wholesome, but today it has degenerated into a weak "Betty Fairfax." Considering that he is teaching a world-wide audience, I consider his specious argument for birth control, which a few would hold controversial but others definitely evil, both out of place and very wrong.

MRS. JOSEPHINE STAUGLER
Dayton, Ohio

END

Address letters to Editor of LOOK, 488 Madison Ave., New York 22, N. Y. No anonymous letters will be considered for publication.

Brother Sebastian

LOOK

CHON DAY

Now from the makers of BUFFERIN®...

A modern greaseless way

NEW MINIT-RUB®

to rub cold miseries away

Not sticky, messy—no strong smell! New Minit-Rub® relieves deep-down discomfort without burning skin

Now out of 3 years' scientific research comes a truly *modern* rub—distinctly different from the sticky, messy, bad-smelling rubs you've used before. A rub that relieves chest "tightness" and deep-down muscular misery of a cold—yet won't burn your child's skin.

Cool—Stainless! New Minit-Rub is pleasant to use—can't soil clothing. And it acts faster than greasy rubs! As you smooth it on, Minit-Rub *vanishes*. Just as fast, its 3 pain-relieving ingredients—*all prescribed by doctors*—start working to restore comfort.

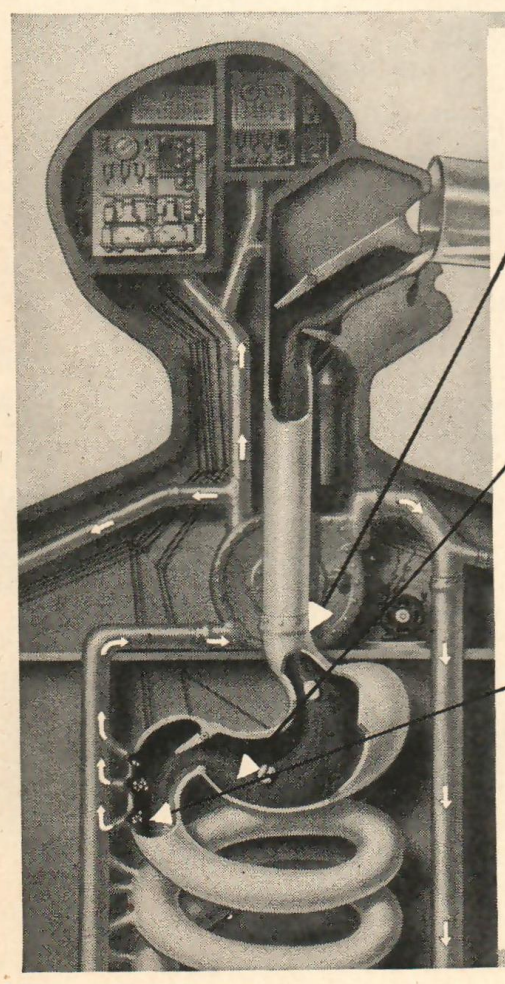
Minit-Rub's penetrating, vaporizing action quickly stimulates circulation . . . reduces congestion so every breath feels easier. Relaxes sore, tight tissues too . . . and checks pain impulses even from nerves far down in the muscles.

Next time, bring relief from cold discomforts—other muscular pains—this fast, modern, greaseless way. Ask for new Minit-Rub at any drug counter.

MINIT-RUB IS ANOTHER FINE PRODUCT OF BRISTOL-MYERS

If you've been taking aspirin for colds...remember—

BUFFERIN®



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

✔ **acts twice as fast as aspirin**
to relieve cold miseries and headaches!

✔ **won't upset your stomach**
as aspirin often does!

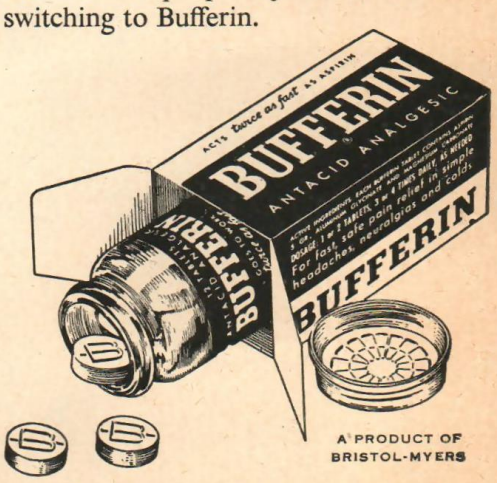
Medical research shows that most cold sufferers stop taking pain relievers before getting completely rid of a cold.

Why? Many people find that ordinary pain relievers, taken over prolonged periods of time, cause upset stomach.

That's why you need Bufferin. It acts twice as fast as aspirin, yet is so gentle and safe you can take it over prolonged periods without fear of upset stomach.

It means this—from the first sniffle of a cold, right through until the last cough, you can count on Bufferin for fast, wonderful relief.

P.S. Bufferin acts *twice as fast* as aspirin to relieve headaches and other pains, too! No wonder people by the millions are switching to Bufferin.



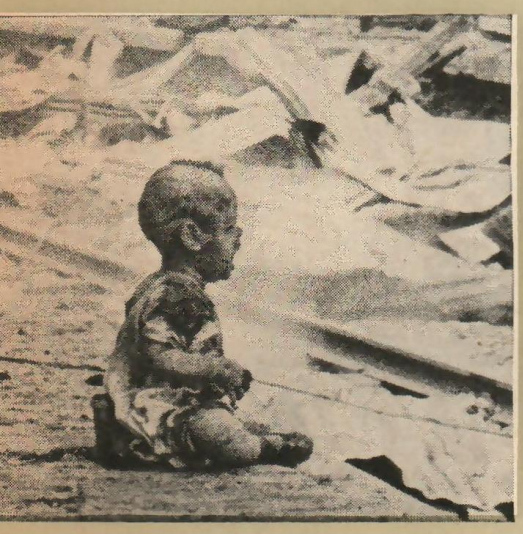
A PRODUCT OF BRISTOL-MYERS

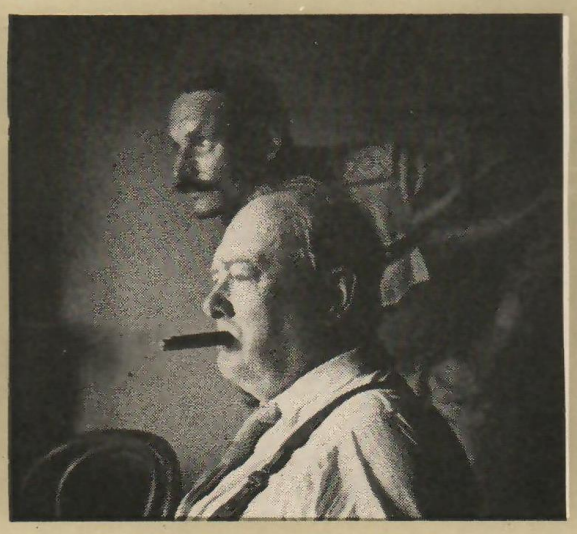
VOLUME 21, NUMBER 1 • JANUARY 8, 1957

LOOK 20TH ANNIVERSARY ISSUE

THE 20 MOST EXCITING YEARS OF YOUR LIFE

Produced by THOMAS B. MORGAN





Two momentous decades have elapsed since 1937, the year Look was born. The story starts on the next page...

THESE WERE THE CHILDREN

1937-
1941

AMERICA IN THE LATE '30's lived in a world emerging from the grimness of depression into the tragedy of war. Brutal militarism already was on the march abroad. It spared no one—not even children. Many of us sensed that the world was falling apart, that the future belonged to those with the will to take it. But a lot of us turned our heads the other way. We did pass the Selective Service Act in 1940. And we sent old destroyers and bundles to Britain and protests to Tokyo and Berlin. Time and two oceans, we hoped, would take care of the rest. Meantime, we'd earn a living, go to the movies and study *How to Win Friends and Influence People.* It was late, very late, when we woke up.

AMERICA'S CHILD: Shirley Temple, starring in over a score of prewar movies, was the envy of every depression child.

BRITAIN'S CHILDREN: Nazi bombers over London drove children into open ditches. They were scared, but they didn't duck their heads.

ASIA'S CHILD: A bloody, lost infant in Shanghai illustrated total war for us as Japan raped China with the cold savagery typical of the Axis partners.

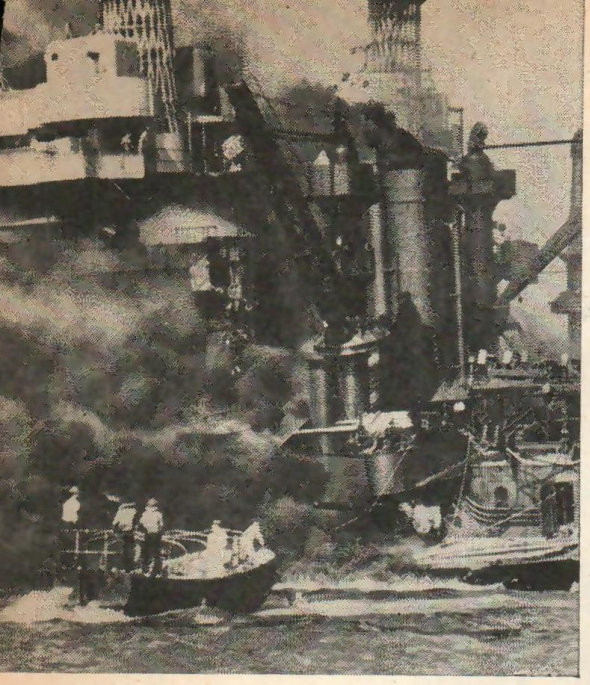
GERMANY'S CHILD: While some of us still talked of "peace in our time," German children were remade in Hitler's own image.

continued

1941-1945

THIS WAS THE BIG WAR

America awoke to the roar of bombs at Pearl Harbor. The will to fight was there. We were as one. F.D.R., a symbol of hope in the depression, became a symbol of victory in the war. We took our physical examinations, kissed the girls good-by and marched off to fight for freedom. We exchanged dust mops for welding torches, wrote V-mail letters to the boys overseas and counted ration stamps at the grocery. America and its allies built the most powerful war machine in history and demanded unconditional surrender. We stormed the beaches at Normandy for Ike. We returned to the Philippines with MacArthur. Suddenly, we embraced a Russian patrol in Central Europe. The war was almost over. Japan fought until August, but Hitler was dead, Mussolini was dead. Forty million other people also were dead.



INFAMY: That Sunday, our Navy was crippled.

COMMANDER-IN-CHIEF: F.D.R.'s optimism carried us to the end, though death kept him from the final moment of victory.

BULLDOG: When courage was needed, time and again Winston Churchill's words stiffened our spines.

ADULATION: Emotions, stirred up by war, also got stirred up by such as Frank Sinatra and Jane Russell.

PAYOFF: Victory in battle was the goal of our vast war effort. From Tarawa (left) to the Bulge, the struggle toward it was never easy.

continued

1941-1945

THIS IS THE WAY IT WAS LIVED

DEAD: Like this Coast Guardsman, over 400,000 bought victory with their lives.

THIS IS WHAT IT COST

ALIVE: Our troops laughed and took their girls on the merry-go-round.

continued

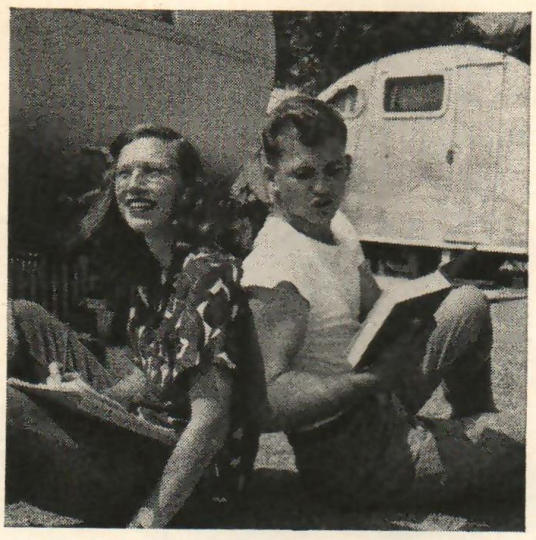
1945-1950

THE NEW ERA BEGAN

VICTORY: When the war in Europe ended, the great day was celebrated this way in Times Square. VJ-Day came just four months later.

HOMECOMING: By boat and plane, we came home from the war, still laughing and shouting—convinced there would never be another.

VETERANS: Our colleges were jammed with vets of all ages studying on GI Bill of Rights.



The war ended with a bang—the two atomic bombs mushrooming over Hiroshima and Nagasaki killed 150,000 Japanese in a stroke and gave total victory to the Allies. Then, the new era began. Harry Truman took a firm grip on his new job. He ran the Government his own way and was elected for a full term in his own right. Everyone was surprised, except Truman. Our citizen-army was dismantled, then rebuilt—the infant United Nations alone was not enough to keep the peace. We had babies in record numbers; then we moved into massive housing developments in the suburbs. Our system of welfare capitalism was booming. Sixty million jobs, once a dream, were now considered barely enough. Fifteen million of us were Negroes; as new opportunities opened for us and the armed forces were desegregated, we saw that we were part of the new era too. Thus, the post-war world unfolded. It was full of promise for more people than ever before. But at home as well as abroad, there were certain uneasy exceptions.

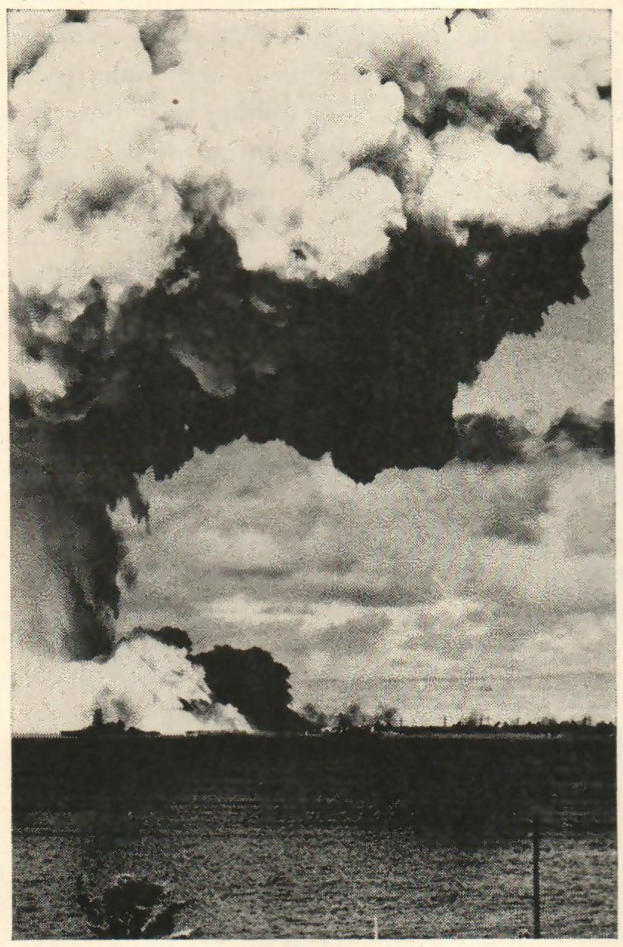
NEGROES: A major breakthrough in our racial crisis came when Jackie Robinson (sliding, above) became the first Negro to play big-league baseball.

BABIES: Our postwar birth rate leaped to an all-time high; large families became the fashion at all income levels. In ten years (1940-1950), our number went up 19,000,000.

continued

1945-1956

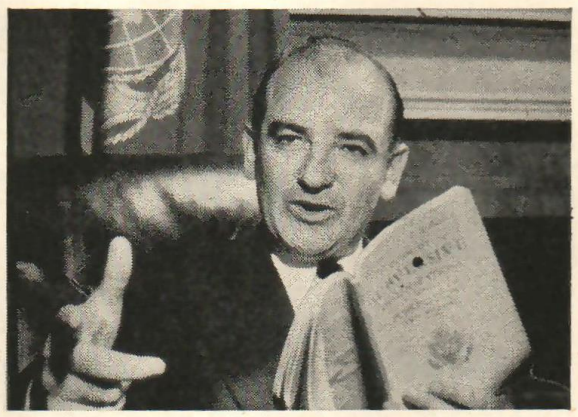
THESE WERE THE FEARS



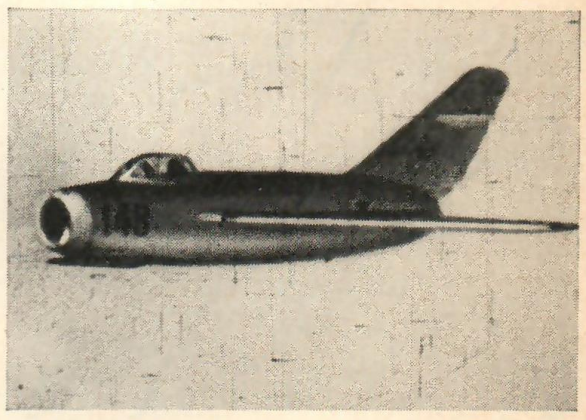
THE BOMB: Russia's stockpile of nuclear weapons made smashing of America a grim possibility.

RED CHINA: After China fell, all Asia—even Japan—was "fair" game for the Communists.

SUBVERSION: The conviction of Alger Hiss for perjury revealed deep Red penetration here.



McCARTHYISM: The demagogic use of the Red issue created a threat to our civil liberties.



AIR POWER: Jet planes increased Red ability to attack U. S. cities from Russian air bases.

STALINISM: Communist brutality increased as Stalin grew older. At last, the old dictator died, but the Communist threat to world peace remained.

THIS WAS OUR STRENGTH

Our fears made us jittery. At times, we were hysterical. But our strength was in action, in courage and in faith. We met the crisis in Greece with the Truman Doctrine; we went over the Berlin blockade with an airlift; we pierced the Iron Curtain with the Voice of America; we strengthened our allies with the Marshall Plan, NATO and Point Four. In Korea, we stopped aggression with brute force. We tightened security procedures at home and replaced demagoguery with due process. Through it all, we prayed as never before.

REVIVAL: World events awed us; we were dissatisfied by spiritual emptiness. Groping for certainty, we returned to our churches.

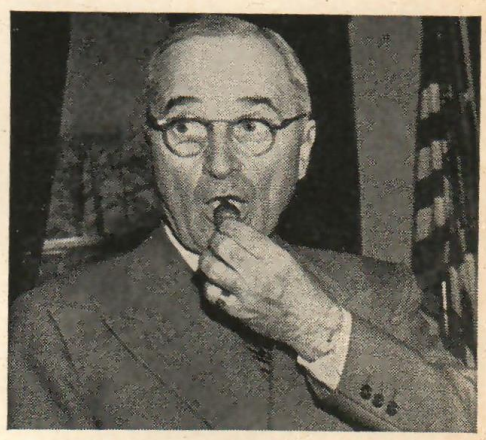
RESISTANCE: We fought back in Korea when the Reds substituted aggression for subversion, but it was the most unpopular fight in our history.

continued

1945-1956

THESE WERE THE CONTROVERSIES

MacARTHUR VS. TRUMAN: These two engaged in a monumental rhubarb. Relieved of his command by Truman, MacArthur triumphantly returned and made his "old-soldiers-never-die" speech. Now, the once-great political power of *both* men seems to have faded away.



LABOR VS. MANAGEMENT: Reconverting to peace, industry was racked by strikes. Washington debated the need for new labor laws. The Taft-Hartley Act resulted.

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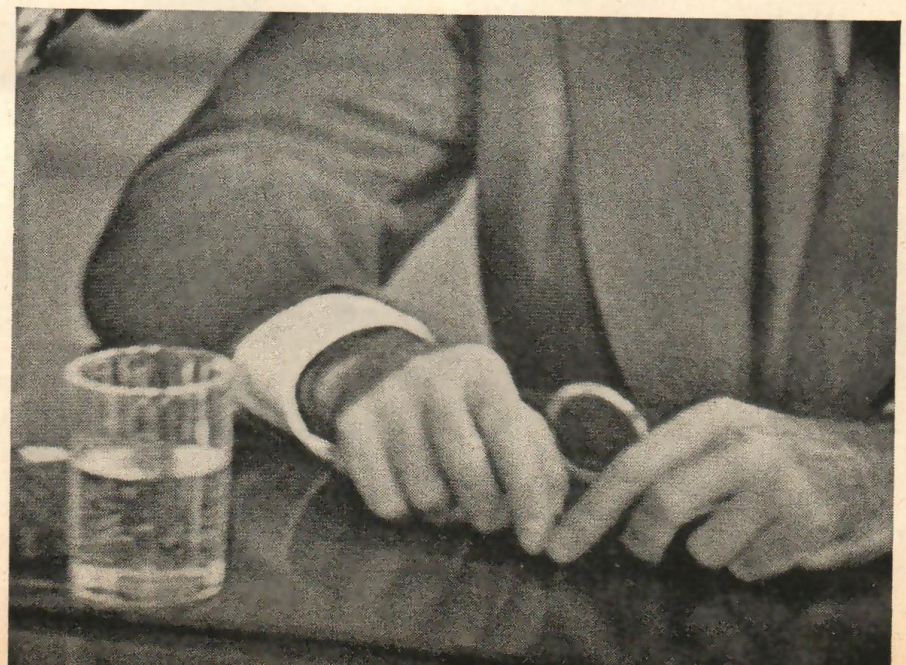


COSTELLO VS. KEFAUVER: An argument over showing Costello's face on TV stalled crime hearings until a compromise was reached—making these hands the most famous in America.

GODFREY VS. HIS GANG: Television made Godfrey a bigger star. It also made his personnel problems and his definition of "humility" front-page news.

"To make the best, begin with the best—then cook with extra care."

How Campbell tests for "doneness"

Our cooks do just as you do

How do you tell just when meat or vegetables are "done"? Well, most good home cooks test them from time to time with a fork or spoon.

That's just what our cooks do in Campbell's Kitchens. Instead of sitting back and cooking by the clock, they make the same tests that *you* have found produce the best results.

Home cooking Campbell style

Folks tell us it's homey touches like this—a lot of little things we do (or don't)—that give Campbell's products their home-style goodness and flavor.

We still believe, for instance, in shopping painstakingly for the finest of ingredients. In trimming our vegetables by hand. And in simmering our soup stocks long and gently, letting slow heat blend the flavors of the good things in the kettle—just as if we were cooking in a country kitchen.

Aim: "to make the best"

Such extra care takes longer, of course. But it's necessary, we believe, in order to make sure you get the best in everything Campbell makes.

As our motto at the top of the page puts it: "To make the best, begin with the best—then cook with extra care."

Campbell's

Soups Tomato Juice • Pork & Beans

V-8, Franco-American *and* **Swanson** *Products*

WINSTON is always good company !

Enjoy a finer filter cigarette !

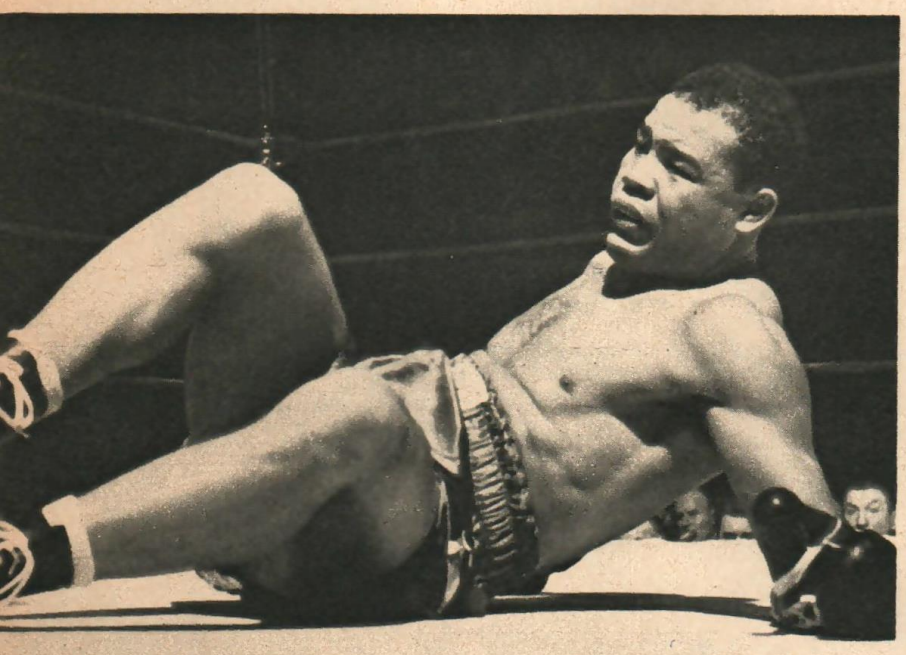
The moment you touch a match to your first Winston, you'll know why it's so popular! Here's real flavor, rich and full. And here's a real filter, too—a filter that does its job so well the flavor really comes through to you. Enjoy finer filter smoking. Switch to Winston.

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

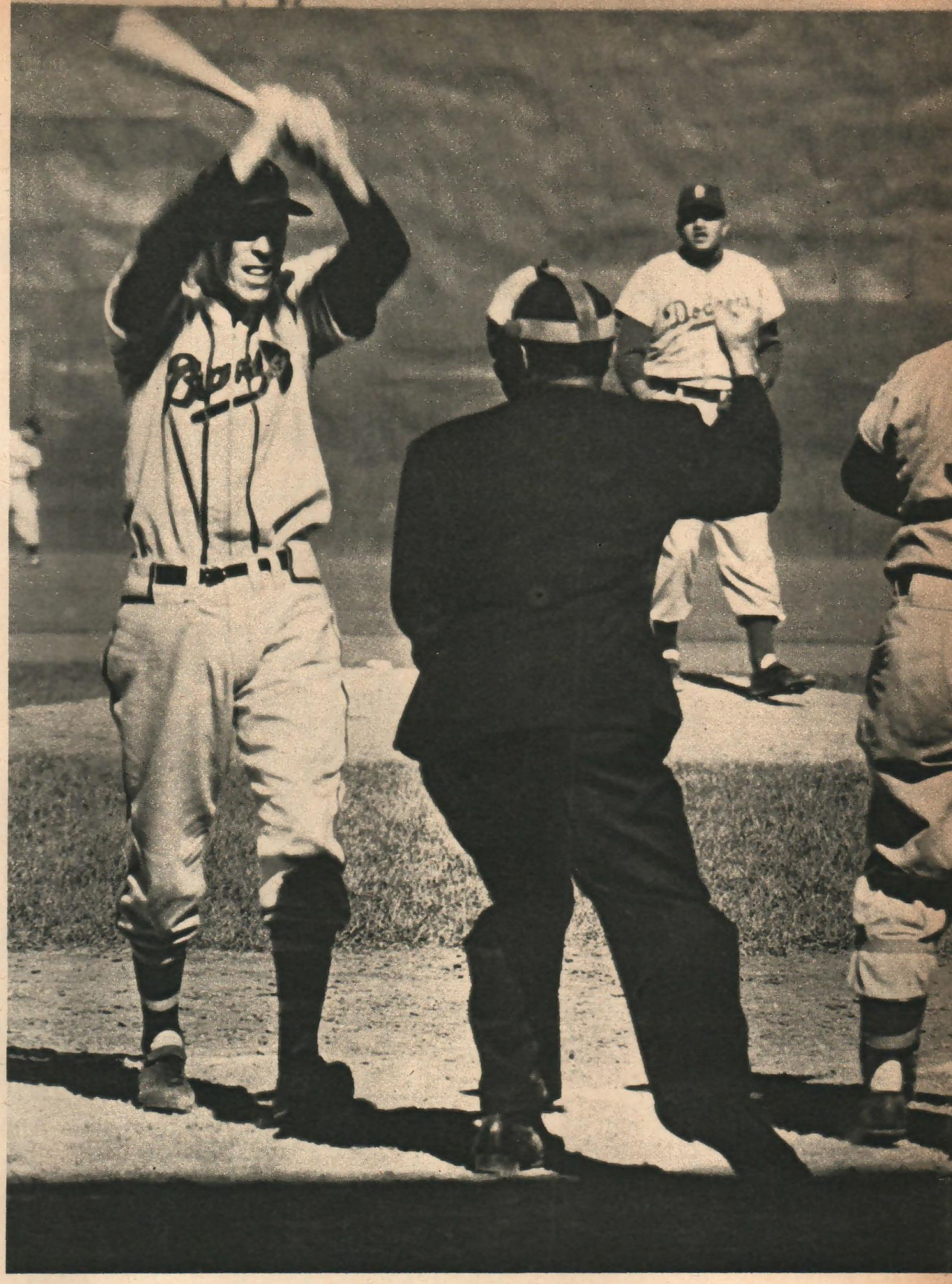
Switch to WINSTON America's best-selling, best-tasting filter cigarette!

1945-1956

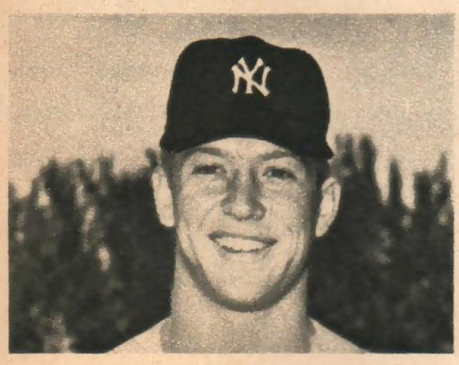
THESE WERE THE ATHLETES



DECLINE: Eleven years a champ, Joe Louis got off the floor to whip Jersey Joe Walcott in 1947 (above), retired in '49, then lost come-back fight to Ezzard Charles in 1950.



UPSWING: After the war, baseball became an exciting game again. Because of TV, players had to mind their manners; some had to get used to the umps too.



SLUGGER: Yanks kept on winning as Mantle took over from DiMaggio.

CHAMPION: Rocky Marciano held heavyweight title from 1952 to 1956.

T-MAN: Otto Graham's quarterbacking won more fans for the pro game.

CLIMBERS: Everest was scaled in '53 by Edmund Hillary, Tensing Norkay.

MILER: Roger Bannister beat John Landy in then record time of 3:58.8.

CAGER: George Mikan retired after dominating pro basketball 10 years.

WINNER: Jockey Eddie Arcaro kept going strong. Top races included Triple Crown on Citation and the $100,000 match win on Nashua (above) over Swaps.

continued

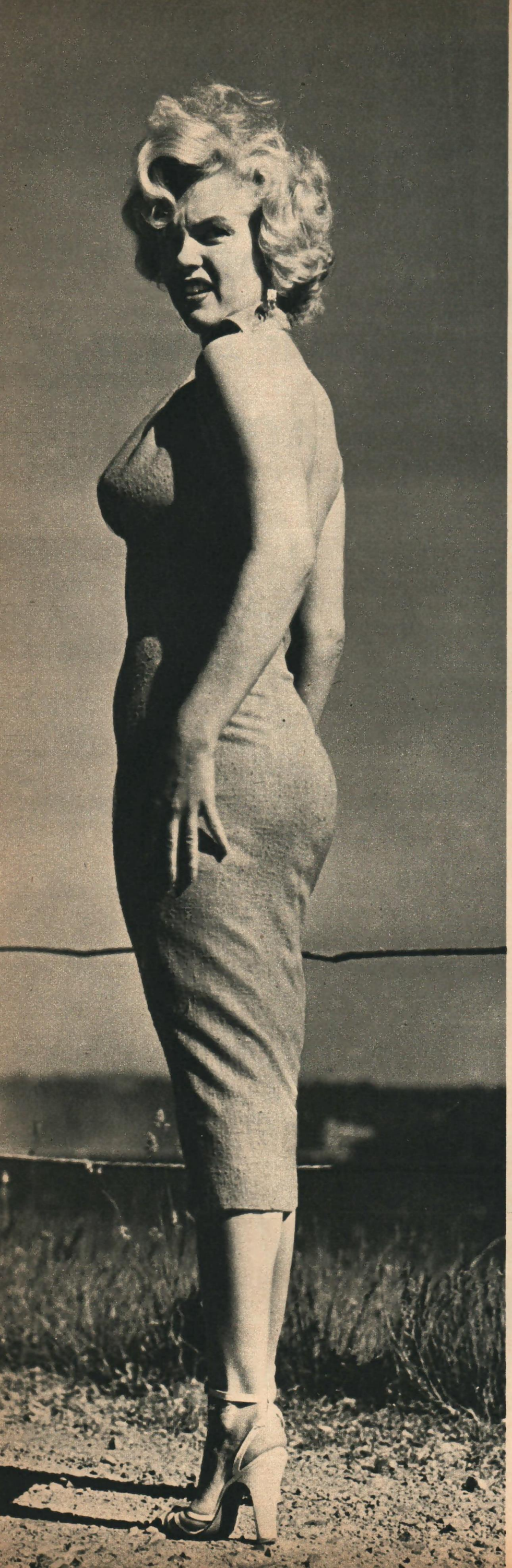
1948-
1956

THESE WERE THE ENTERTAINERS

CUT-UP: Jerry Lewis, of the zany antics (above), joined with Dean Martin in effort to win the TV prize: the Sunday-night audience.

Television antennas decorated America's skyline. In the first colossal years, we were fascinated by almost anything—jugglers, dogs, dangerous high-wire acts and dangerous *décolletage*. Then television grew up (see LOOK *TV Awards, 1956*). Hollywood fought back valiantly with wide screens, three dimensions, new sounds and "better-than-ever" movies until, in 1956, there were almost as many "spectaculars" in the movie theaters as there were on TV. But we kept on buying books, theater tickets and records. There were no young "Hemingways" among the new war novelists, but we eagerly read *The Naked and the Dead, From Here to Eternity* and *The Caine Mutiny*. The new *Revised Standard Version* of the Bible dominated best-seller lists for three straight years, and Norman Vincent Peale's *The Power of Positive Thinking* did nearly as well. On the stage, Rodgers and Hammerstein topped thir own *Oklahoma!* (1943-48) with *South Pacific*, while *Death of a Salesman* unnerved audiences for over two years. As America was introduced to 33- and 45-rpm records, we bought more classical platters than ever before. Records barely kept up with the changes in our popular music moods. Hot jazz gave way to cool, the creep was no match for the mambo, and rock 'n' roll finally elbowed all of them aside.

VENUS: Norma Jean Mortenson (now Mrs. Arthur Miller) began as pin-up girl, now gets critical raves as an actress.



GAIETY: Mary Martin and her sailor suit trademarked *South Pacific*, the happy mid-century Rodgers and Hammerstein musical that introduced opera star Ezio Pinza to Broadway.

TRIUMPH: Musical comedy became a leading art form. *My Fair Lady* (above) won rank with *Oklahoma!* and *South Pacific.*

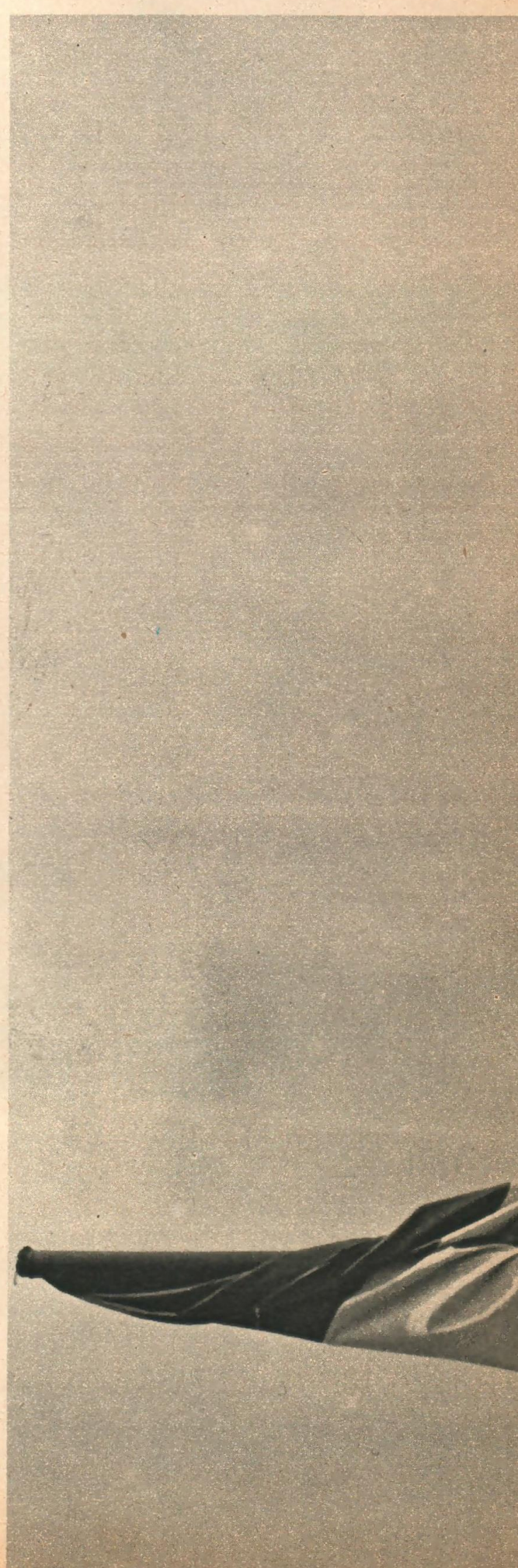
HOUND DOG: More durable than anyone expected, Elvis Presley probably exceeded Frank Sinatra's wartime attraction for teen-agers.

continued

THE CHILDREN MADE HEADLINES AGAIN

INJECTION: For children, the amazing progress of medicine in the past 20 years culminated in the mass innoculation of Salk polio vaccine, which proved over 80 per cent effective.

INSPECTION: Whether from boredom or mental anguish, teen-agers ran wild. Police (as above) searched gangs for weapons.



1956

These 20 years dramatically changed us. In the Eisenhower era (and, indeed, in the last years of the Truman regime), the passions of the 1930's, of the New Deal and America First cooled and blended into moderation. Republican and Democrat elbowed each other in the middle of the road. America was no longer feeling safe behind miles of ocean; we were looked to as the leader of the free world. Russia, not the Axis, was the tough adversary of freedom. But again last year, as in 1937, children made headlines and reminded us of the past. Negro schoolchildren were escorted to school by guardsmen. Hungarian students were butchered by Russian soldiers in Budapest. There was always more defiance than fear in their faces. Like the past generation, this generation was willing to fight for freedom. The future depended on its courage and dedication.

PROTECTION: A boy defied violence to go to school, even though he knew he must live in his town after the troops left.

DEFIANCE: The freedom fighters of Budapest used hacksaws to cut down Stalin's boots, last remnants of a statue pulled down in the bloody Hungarian revolt.

continued

1937-195

THIS IS

By WILLIAM SAROYAN

An idea is coming to pass in our time. It is so simple as to seem *oversimple* and therefore complex, and it might be considered revolutionary. It isn't quite an achievement, discovery, truth or condition. It hasn't been defined, identified or named. And yet it has the makings of something both real and useful.

It seems to have begun in the past 20 years.

In 20 years, a boy born in New York and a girl born in San Francisco can learn to walk and talk; read and write; sing, dance, play the piano or the violin; work in an office, on a farm, in a shop or a factory; take sick or be injured; become healed or mended; travel; meet as strangers; fall in love; quarrel, separate, make-up; marry and become the parents of a son or a daughter.

Their 20 years have had natural form and personal meaning, because, from the beginning, the passing time has coincided with their physical growth and their intellectual development.

To one degree or another, the remaining years of their lives will continue to have this sort of personal meaning—this sort of promise of physical and intellectual fulfillment. But never again will time be quite so alive, so intense or so charged with the mysterious and the wonderful.

Fate has been at work. The human will has been at work. A great deal of human expectancy has been fulfilled by the birth of a child. To most of us, this seems to be very nearly the greatest fulfillment and the greatest achievement of all. In a sense, it is.

In the 20-odd centuries since ancient Greece, Shakespeare did his work and died. Mozart did his. So did Socrates, Jesus, Galileo, Columbus, Newton, El Greco, Voltaire, St. Francis and millions of others, named and unnamed.

FRIENDS: Eleanor Roosevelt's ceaseless travel dramatized one meaning of our time—that people are interdependent.

LOVERS: The era began with the world-shaking marriage of the Duke of Windsor and Wallis Simpson.

FANS: Brooklyn fans of 15 years ago protested an umpire's decision with catcalls and Bronx cheers. Some things, it seems, never change.

WHAT 20 YEARS MEAN

In our own time, in the past 20 years, Gandhi did his work. Einstein did his. So did Whitehead, Saarinen, Toscanini, Santayana, Brancusi, O'Neill, Sibelius, Dreiser, Chaplin, Nijinsky, Shaw, Ford, Copland and Schweitzer.

In his own time, what should a man do? What *can* he do? If it's easy to do, is it worth doing? If it's not easy, is it worth the trouble? Why should Tensing and Hillary climb the highest mountain? Why should Eleanor Roosevelt fly around and around the world trying to meet all of the members of the human family? Why should Roger Bannister run a mile in under four minutes, or Pete Everest fly 1,900 miles an hour? Why should Picasso paint so many things so many ways? And why should so many people at the United Nations, from so many places with so many different ways of thinking and living, work so patiently trying to understand one another?

Why should Vittorio De Sica make *The Bicycle Thief*, Jonas Salk the polio vaccine, Frank Lloyd Wright the Johnson's Wax Building?

Will it make any difference 20 years from now? The sun comes up and the sun goes down anyway, doesn't it? Who cares if somebody did something and somebody else didn't? Man is an animal, isn't he? Why should he go to a lot of trouble about the kind of animal he is? What's he trying to prove? Who's he trying to impress?

Children grow and have children, and someone on television with a touch of genius makes them laugh. What's Jackie Gleason do *that* for? Is the need to laugh the consequence of always being so close to sorrow — of insignificance, unimportance, uselessness, inability, ineffectuality, anxiety, fear, regret, guilt? But what did man do, or fail to do, to put him so near sorrow in the first place?

In human time, the latest year is always the most interesting, the most difficult, dangerous, promising and wonderful. During 1956, Grace Kelly married Prince Rainier III of Monaco, the South made a painful try at integration, Russian tanks pushed down the Hungarian people in the free streets of Budapest and the peaceful use of atomic power became a reality in England.

In 1937, the names were different, but again the year was interesting, difficult, dangerous, promising and wonderful. England's Edward VIII abdicated and married America's Wally Simpson; the Dust Bowl farmers set out for California; Hitler strutted and screamed on the stage of Europe; the State of Eire was born and everybody danced The Big Apple. In these 20 years, as in the 20-odd centuries, ideas happened.

Ideas always happen, but only to human beings. Sometimes it seems as if they happen to only a few of them, such as Enrico Fermi or Dylan Thomas. And then sometimes it seems as if they happen to all of them.

The ideas are always about birth and death, reality and illusion, right and wrong, truth and falsehood, love and hate, acquisition and loss, or all of these things together—as well as others.

A great deal can always be said and done about ideas one way or another; and one way or another a great deal *is* said and done about them all the time, by all kinds of people, for all kinds of reasons. In our time, 1937 to this morning, Franco overcame the Loyalists, Stalin disciplined the deviationists; France was humiliated by Hitler's Germany; America imprisoned Japanese-Americans; China's Communist Mao Tse-tung drove out China's Nationalist Chiang Kai-shek, and the soldiers of nations killed the soldiers of other nations.

Large numbers of people have always lined up on one side in opposition to large or small numbers on another side, about ideas. Very seldom has anybody clearly understood anybody else. It frequently follows, therefore, that somebody must be overcome, disciplined, humiliated, imprisoned, driven out or killed. And it is always easy to find law and language by which to justify all such acts. Most of the time, the acts are hysterical, sometimes they are vicious and criminal, but as they are also official, they are always considered righteous, intelligent, necessary and useful.

The theory is that the majority has got to be right. Some of the time this is a good theory. It is never, however, a better theory than the theory that the individual is as likely to be right as the group, for the reason that every member of a group is also an individual, and for the further reason that a hundred frightened or unhappy individuals *in a group* are not likely to be nearer truth and right than *one* frightened or unhappy individual *not in a group*.

Large numbers of individuals are impressive in terms of arithmetic only, as one million is more than one, for instance. If a subtler or more worthy impressiveness is to be achieved, it must be achieved in other terms—weight-lifting, high-diving, corn-husking, butterfly-catching, stamp-collecting, money-making, child-bearing, poetry-writing, picture-painting, symphony-composing.

If the nature and truth of man were to be measured by numbers, man might soon find ants worthy of deification, and after ants (in a higher form of religion), microbes, and then atoms or electrons, since there are so many more of these things than there are of men.

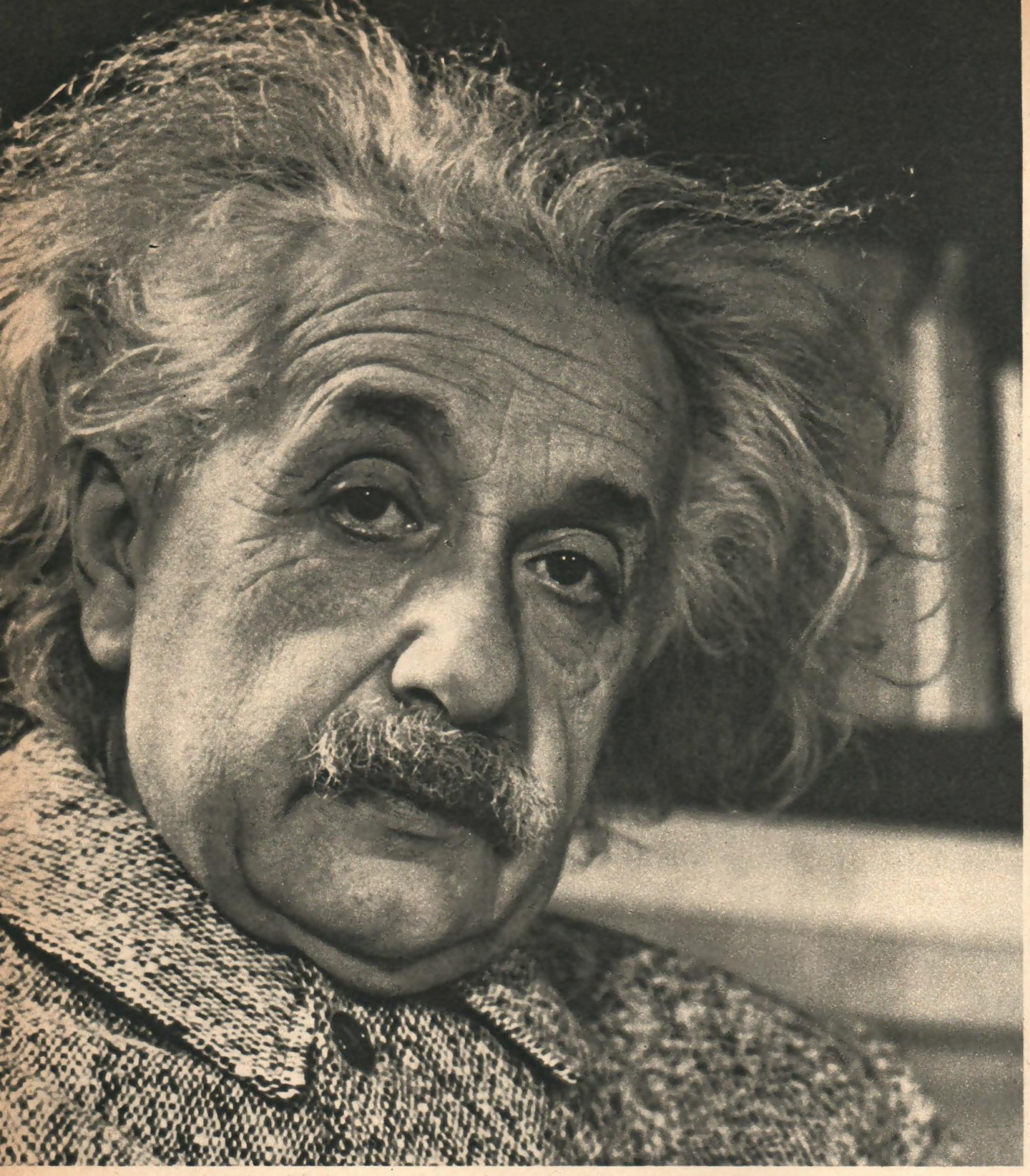
But man is measured by his ideas, and the

continued

DISCIPLE: Nehru worked with Gandhi to set India free in 1947. Within a year, Gandhi was dead at the hands of an assassin.

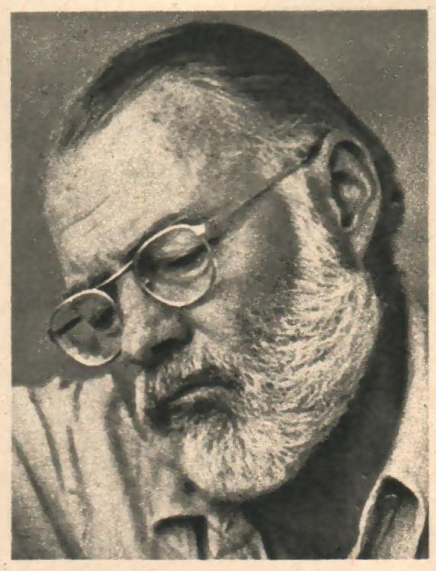
REGINA: Buoyant symbol of a new Elizabethan era, the Queen took over a steadily diminishing Empire.

CAMPAIGNER: At 1952 GOP convention, Ike pulled his party together, then went on to two smashing landslide victories.

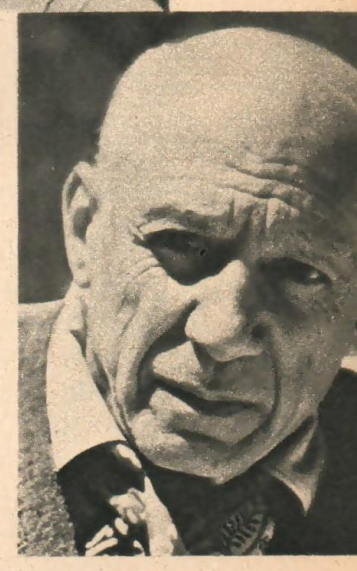


GENIUS: Einstein gave the world a formula for destruction or unparalleled abundance.

BEAUTY: Grace Kelly ended the era as it began—with a wedding.



AUTHOR: Hemingway kept writing of fighters and lovers.



ARTIST: Picasso sought new ways to see the world.

OUR POTENTIAL IS GREAT AND GOOD

great ones continue to be few and far between.

Many people seem to suspect that the idea of the last twenty years, 1937-1957, is near. Some feel the idea, some are grateful for it, some are afraid of it, some are bewildered by it.

The idea wasn't tried for. It came to pass as a result of something else that *was* tried for, and achieved. What *is* the idea?

It is many things, all of them the consequence of the fact that it is now *impossible* to do unto others as you would *not* have them do unto you—on account of the enormity of the thing tried for and achieved: nuclear fission and fusion.

In 1939, a genius wrote a letter to the President of the United States saying that, because $E=MC^2$, an explosive could be built bigger and more powerful than anything man had ever dreamed of. The President ordered the work to begin, and scientists began their experiments. They made one crucial test in a football stadium in Chicago in 1942, and another in New Mexico in July 1945, and then in August a B-29 crew under orders carried the experiment to Japan.

Since Hiroshima and Nagasaki, the explosive has grown greater and greater, but so has the idea.

Now, it comes to something like this:

Whoever you are, you are the other, whoever he is; and whatever you do to him, you do also to yourself. So do you want to do it? If it's something death-dealing, you *don't* want to, unless you're mad. And that is why the idea began.

Physical force has always been the means by which one large group has imposed its will and way on another large group, or on an assortment of small groups. But that may not work any more.

Consequently, a new means by which to resolve difficult problems and basic differences among peoples must be discovered and put to use.

That is the idea in its simplest terms.

There are certain easy ways by which to seek to prevent the idea from flourishing. One is to limit the amount of force employed. The trouble with this scheme is that the other fellow has got to "promise" to limit the retaliated amount of force, but suppose he doesn't? Since the big war ended, there have been a number of little limited wars and the unspoken promise—we won't use our bomb if you don't use yours — wasn't broken. But that doesn't mean it can't be broken, or won't be.

This compels pause and thought, which in turn compels a fresh examination of some of the words we live by: right, truth, justice, victory.

How can you win, if there is no longer any such thing as winning, in terms of force and numbers? If physical force is no longer a usable power, except upon time and matter, and not upon man himself, then the idea must be to discover and to exercise other forms of usable power—moral, intellectual, spiritual and cultural.

With the old habit of force and the old theory of winning nullified, what can you do, except try for something better? You try, not by choice, but by necessity, because what you tried for and achieved was just a little too much, at first, to keep secret (remember the day President Truman announced that the U.S.S.R. had exploded *its* bomb?), then a little too much to use (remember the news stories about what an H-bomb could do to New York?), then a little too much to fret about forever (what happened to civil defense?).

Already, the idea has compelled a lot of slowing-down, even while *things* have been made to move faster. But the faster things move, the slower anger or arrogance may be permitted to move.

Unformed and unresolved as it is, the potentialities of the idea are great, and good. Its ever-unfolding fulfillment *appears* to be unavoidable.

But then, man can be foolishly clever, and the idea may be frustrated and thrust aside for another 20 years, another century, or even for ever.

On the other hand, it may begin to be truly fulfilled during 1957, a new year and therefore again the most interesting, the most difficult, dangerous, promising and wonderful of all. END

Don't you wish your city had a slum like this?

This is the *new* Pittsburgh. Ten years ago Pittsburgh was an industrial slum, a dying city.

Now look at it. This is the Golden Triangle. Somebody hammered the grimy lower business district flat and put up 44 gleaming new buildings. Somebody left room for a 36-acre park—a park, mind you—at the very tip of some of the most valuable commercial land in Pennsylvania.

And right behind the Golden Triangle somebody is ripping out 95 acres of residential slums. In their place will be a civic auditorium. A symphony-grand opera hall. Modern apartments for 1,000 families.

Somebody built 50 major laboratories and research centers —the world's largest airport terminal building—a community Health Center that numbers 24 hospitals, clinics and institutions, with more to come.

Somebody made Pittsburgh what it is today. Pittsburghers. The people of Pittsburgh, working through and with government leaders, civic agencies, industrialists, retailers and labor leaders—all forged together, through the Allegheny Conference on Community Development.

KDKA, a radio and TV station born and raised among these people, has been telling their story for a great many years, for we feel that broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve. In turn, Pittsburghers have responded with the most faithful listening and viewing in the Tri-State area.

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"Drive Carefully—The Life You Save May Be Your Own"

THE LOOK GEOPHYSICAL ATLAS

THE WORLD IN SPACE

The greatest scientific effort ever undertaken will hurry the day when your children may stand on the moon and see the strange beauties of the earth overhead

BY JACK WILSON LOOK *WASHINGTON BUREAU*

SCIENTISTS all over the world are getting ready for the most intensive attack ever made on the secrets of the universe. Beginning in July, they will spend 18 months gathering facts about the earth and its surroundings, and the invisible forces that rule our lives.

The International Geophysical Year, besides being the greatest scientific effort in history, will be a magnificent experiment in international cooperation. Fifty-six nations will take part, ignoring politics and ideologies as they seek the answers to riddles that have baffled man since the beginning of time.

It has been 2,300 years since Aristotle demonstrated that the world is round. But even today, only about a dozen men, riding in rocket aircraft or high-altitude balloons, have actually seen the gentle curve of the horizon that hints at the shape of our planet. No one personally knows what the earth really looks like. We live so close to it that we can't see it.

If you could stand on the moon, or beyond, you would see the earth as a great white ball. The air around it, reflecting the sunlight, probably would blank out the oceans and continents. If the atmosphere could be stripped away, you would see the land masses as vast expanses of color, as smooth as the oceans. The tallest mountains are so tiny, compared with the size of the globe, that they would not appear even as ripples on its surface.

You would see the icecaps at the North and South Poles, the white shading into gray and brown and tan toward the Equator. Deserts would appear as splotches of tan and white, and the oceans as great curved sheets of highly polished blue, glinting in the sunshine.

Your first sensation might be one of terror. The earth, four times the size of the moon, would look like a huge ball above your head, apparently hurtling at you through the airless sky.

You may never see this sight, but it is not a wild dream that some child, now playing with a toy space ship, will stand on the moon one day and look up at the earth. He will be the first person ever to see our world as it really is.

As a contribution to better understanding of the work to be undertaken during the International Geophysical Year, LOOK has collaborated in the development of a relief globe of the earth, to show how the planet would look from outer space.

The LOOK globe is a sphere six feet in diameter with mountains, continents, river valleys and glaciers accurately portrayed in relief and color on its surface. The height of the mountains and land masses have been exaggerated in accordance with a scientifically controlled scale to make them readily apparent. Apart from this variation, the LOOK globe offers, for the first time, a view of the world in the round, as it would appear if the first man on the moon could see it through the atmosphere that obscures the earth.

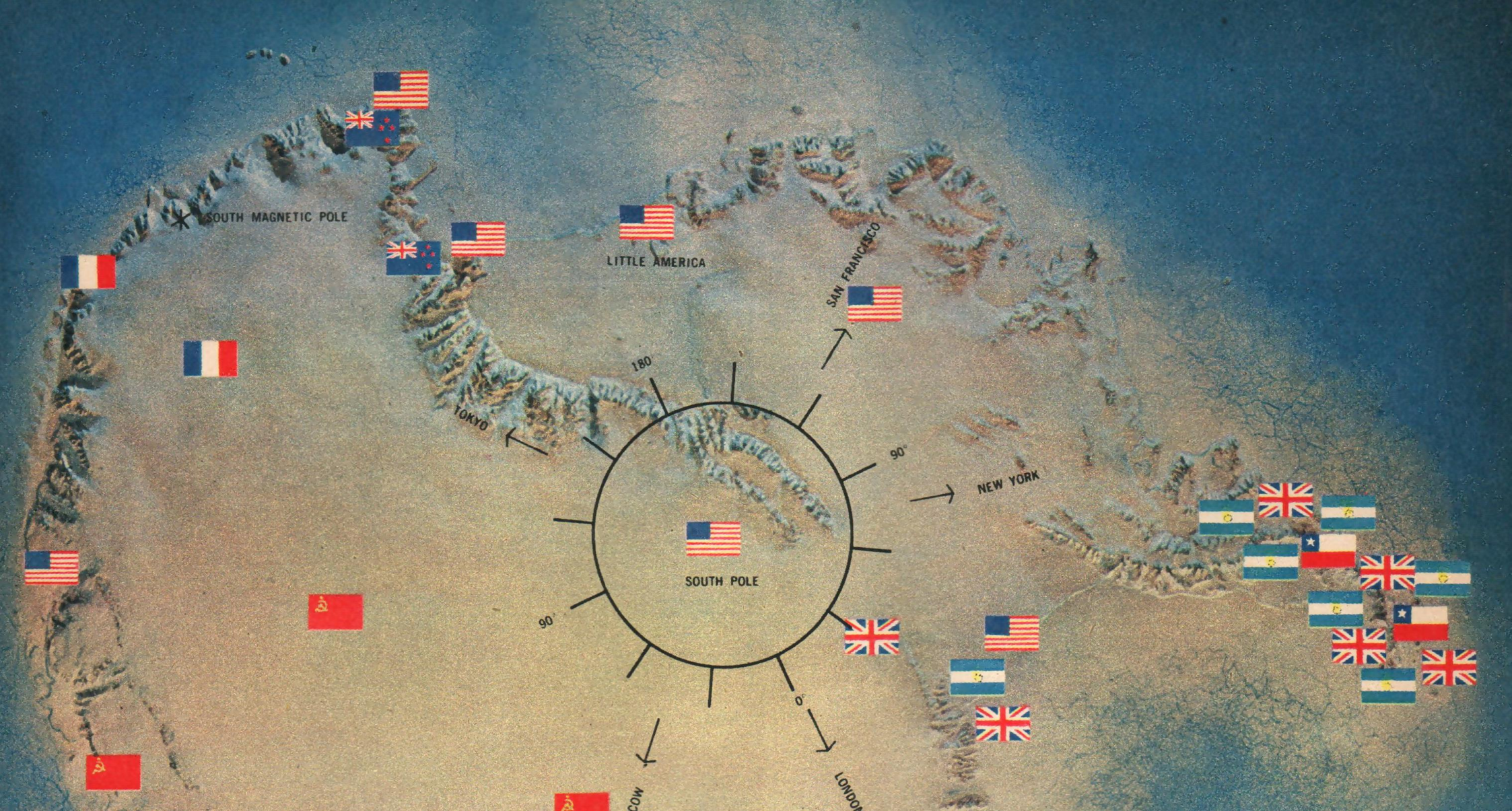
This is the world as it is, as the thousands of scientists who will participate in the International Geophysical Year will study it. There are no political boundaries. Instead of the "Seven Seas," there is only one body of water, covering almost three quarters of the earth's surface.

One thing no globe can show is the winding, looping path the world follows as it spins through space in five different directions at once, and at unbelievable speed. Rotating on its axis at 1,000 miles an hour, it whirls around the sun at 20 miles a second. At the same time, the sun is revolving around the center of its star system at a speed of 13 miles a second, the star system is moving in the Milky Way at 200 miles a second, and the Milky Way itself, carrying the sun and earth with it, is traveling at a speed yet undetermined.

The advantage of concentrating geophysical studies in one period is that it will permit simultaneous observations all over the world. In no other way can scientists study the total impact of natural phenomena, to learn, for instance, how a shift in the forces in one area affects far-distant areas. On the following pages, LOOK shows some of the methods that will be used to explore the earth and the skies in man's newest battle against his own ignorance.

continued

GEOPHYSICAL GLOBE ©1956 BY GEO-PHYSICAL MAPS, INC.



U. S. GREAT BRITAIN AUSTRALIA NEW ZEALAND FRANCE U. S. S. R. ARGENTINA NORWAY

THOUSANDS OF FEET OF ICE HIDE VAST MYSTERIES

The Antarctic is the world's last great storehouse of mysteries. It is twice as large as the United States, and more than half of it is buried under thousands of feet of ice. No one has ever lived through a winter in the interior, where strange magnetic forces create weird electrical storms and where the temperature falls to almost 100 degrees below zero.

There is no way of estimating today what mineral riches may lie beneath the Antarctic icecap. The best scientists can merely guess how thick the ice is. It has been measured to depths of 10,000 feet, and it almost certainly is deeper than that in some places. The glaciers contain about 85 per cent of all the ice on the globe. If they melted, they would release somewhere between 2,000,000 and 5,000,000 cubic miles of water, enough to raise the levels of the oceans 50 to 175 feet.

Scientists of 11 of the nations participating in the International Geophysical Year now are preparing to explore the secrets of Antarctica, from the upper levels of the polar atmosphere to the depths of the icecap. An American team is setting up camps for the first experiment in "wintering over" at the South Pole during the sunless months from May to September.

The things this team learns may lead to better weather forecasts. They may even point to means of coping with the magnetic storms that disrupt communications and navigation all over the world.

The explorers will operate from permanent camps set up on the frozen continent, at locations indicated above by flags, and on nearby ice floes and islands. Their experiments will include the launching of many high-altitude rockets from the ground and from balloons, to probe the secrets of the atmosphere above the polar region.

The unexplored

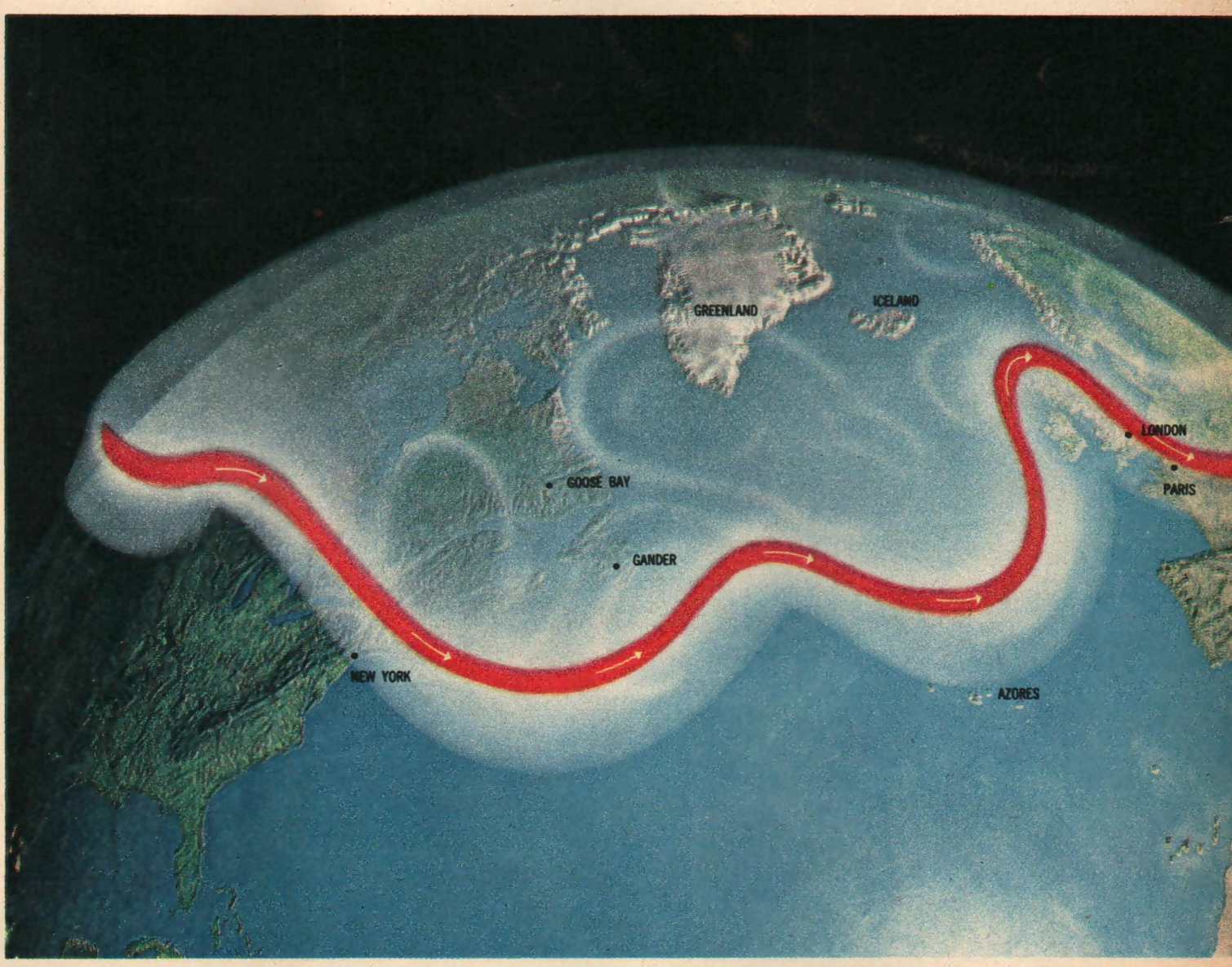
The North and South Pole areas are weather factories. They pour masses of cold air into the currents that swirl around the globe, the cold pushing the lighter warm air ahead of it, or aside. Every change in the speed or temperature of the polar winds is felt, in one way or another, by virtually everyone on earth.

Movements of these polar air masses are still only vaguely understood. And so long as no one understands them, no one can predict them with certainty. That is one reason that research at the top and bottom of the earth is among the most important undertakings planned for the International Geophysical Year.

The ocean of atmosphere, hundreds of miles deep, that surrounds the world is swirling with air currents that could be charted to great advantage. Within the last few years, airplane pilots have begun to seek out and use the jet streams that circle the world from west to east in the upper latitudes of the Northern and Southern Hemispheres. The pilot who picks up a jet stream on a flight from New York to Paris adds 150 miles an hour to the speed of his airplane. But a jet stream is not easy to find, and its curving path is difficult to follow. Scientists hope that when they learn more about the behavior of the polar air masses, they will be able to chart the jet streams and predict their continual changes.

The earth's magnetic field curves through space from the North to the South Magnetic Pole, dimpled at each end like an apple. Cosmic rays seem to be more numerous, and more powerful, at the centers of those dimples than elsewhere. Northern and southern lights — the auroras — blaze overhead, affecting radio operations and magnetic compasses all over the world. Nobody knows exactly why. Riddles like these must be solved before man can claim that he has even begun to understand his planet.

JAPAN CHILE



Water covers almost three quarters of the globe, holds key to many puzzles. IGY scientists plan extensive research to learn about oceanic influences on weather, to study the seas as storehouses of food and to chart them for atomic submarine travel.

Polar jet streams circle the globe at speeds up to 357 miles an hour, at altitudes of from 18,000 to 45,000 feet. Blowing always from west to east, the powerful air currents can cut the flying time from New York to Paris by approximately two hours.

continued

The big jump

A silver sphere, suspended above LOOK's globe, reflects Central America and the sun, showing how the satellite would look, close up, as it circles the earth. Mexican mountains show on horizon beyond the little sphere.

Using a metal ball not much larger than a bushel basket, scientists hope to crash the barriers of outer space soon. The leap into space will give earth-bound man his first long look at the secrets of the universe.

Nothing like this has ever been attempted up to now. Even 17 months ago, when the artificial satellite project was announced, no one knew exactly how the job was to be done.

Yet, within the next several months, the first man-made moon will be whipping around the world, pouring out information that can be acquired in no other way. It will be the most spectacular experiment of the International Geophysical Year.

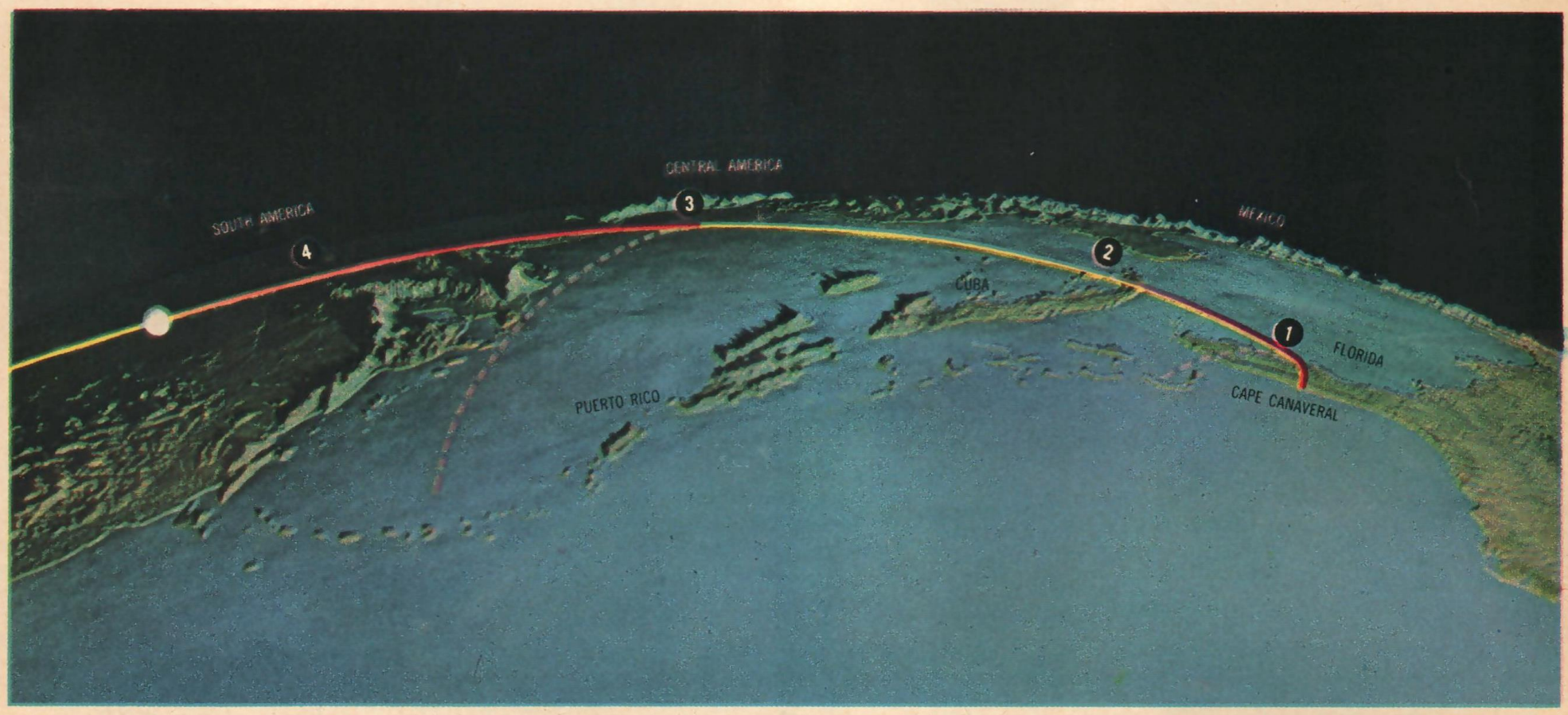
Actually, there will be a dozen satellites. There may be failures before the first successful launching. No rocket has ever been fired that came close to attaining the speed or accuracy needed to put a satellite into its orbit.

The little sphere must travel almost exactly 18,000 miles an hour. If it goes slower than that, it will fall; faster, it will shoot off into space. At the proper speed, it will circle the globe every 90 minutes, 200 to 1,500 miles above the surface. Although it will weigh only 21.5 pounds, 11 tons of rocket and fuel will be expended to get it up there. The 72-foot-long launching vehicle will be the first three-stage rocket ever fired, and the first to be guided without fins.

But the experiment has importance far beyond the technical achievements of the rocket engineers. It will open a new window into space. At present, all we know about our universe is based on information filtered in through a deep ocean of air. The atmosphere shields us from the lethal radiations from the sun, but it also keeps us from learning much about them. It shuts out swarms of tiny meteorites that may be a hazard to space travelers. It distorts our view of the stars.

If we ever are to fly to other planets, or even fully understand our own, we must know much more than we do now about what goes on above the atmosphere. Instruments packed inside the satellite will investigate for us, and report back through an automatic radio transmitter. Simply by watching the little sphere through telescopes, scientists expect to learn things they can't get at by any other means. Such observations can show, accurately, the distances between widely separated spots on the globe. They can furnish data from which physicists can compute the density of the upper atmosphere, and from which geographers can determine the shape of the earth.

This is the big jump. It is the longest stride man has ever attempted in the direction of the stars, and the day when he can lift himself clear of the earth and begin to explore the black depths of space between the planets.



The satellite will be launched from Cape Canaveral, Fla. When it is 36 miles high, the first rocket stage will fall (1), landing 230 miles southeast of the cape (dotted line). The second stage will burn out at an altitude of 140 miles (2) and coast upward to 260 miles before it falls (3), landing 1,300 miles from the launcher. The third stage will fire horizontally to push satellite up to orbit speed (4). Eighty minutes later, the man-made satellite will appear over the coast of California and begin its second revolution of the earth, as illustrated in the diagram on the right.

continued

. . . and into the future

Scientists taking part in the International Geophysical Year have no way of knowing where their discoveries will lead. They may point the way to space travel, to better submarine navigation or to surer methods of making rain. There is no way of telling in advance how important a new piece of information may be. Most of man's progress has been built on facts that seemed merely curiosities when they were first revealed.

But it already is possible to predict some benefits that should flow quickly from the world-wide IGY research program. Studies of the polar regions, the tropics and the oceans are almost certain to bring better long-range weather forecasts.

With wider understanding of the upper atmosphere, radio communications can be improved. Research at the magnetic poles may point the way to more reliable navigation instruments.

Mapping of the world will be more accurate because of IGY activities. Today, we don't know, within hundreds of feet, how far it is from New York to Moscow or Singapore. Relatively simple observations of the earth satellite will measure such distances within yards.

An answer may also be provided to the question of what to do with radioactive waste. Nuclear power plants soon will be producing an important part of the world's electricity. Their deadly by-products must be disposed of where they can do no harm. Studying movement of water in the depths of the oceans, IGY scientists expect to find out whether such waste can be dumped into the undersea valleys without danger of contaminating the surface waters.

These are some of the immediate, practical benefits that are likely to come out of the IGY program. It may be another generation, or longer, before men in space ships spiral out from the earth toward a landing on the moon. There is no reason known to science why they can't ultimately reach Mars or Venus, but there are natural laws that apparently will prevent their ever being able to reach even the nearest stars.

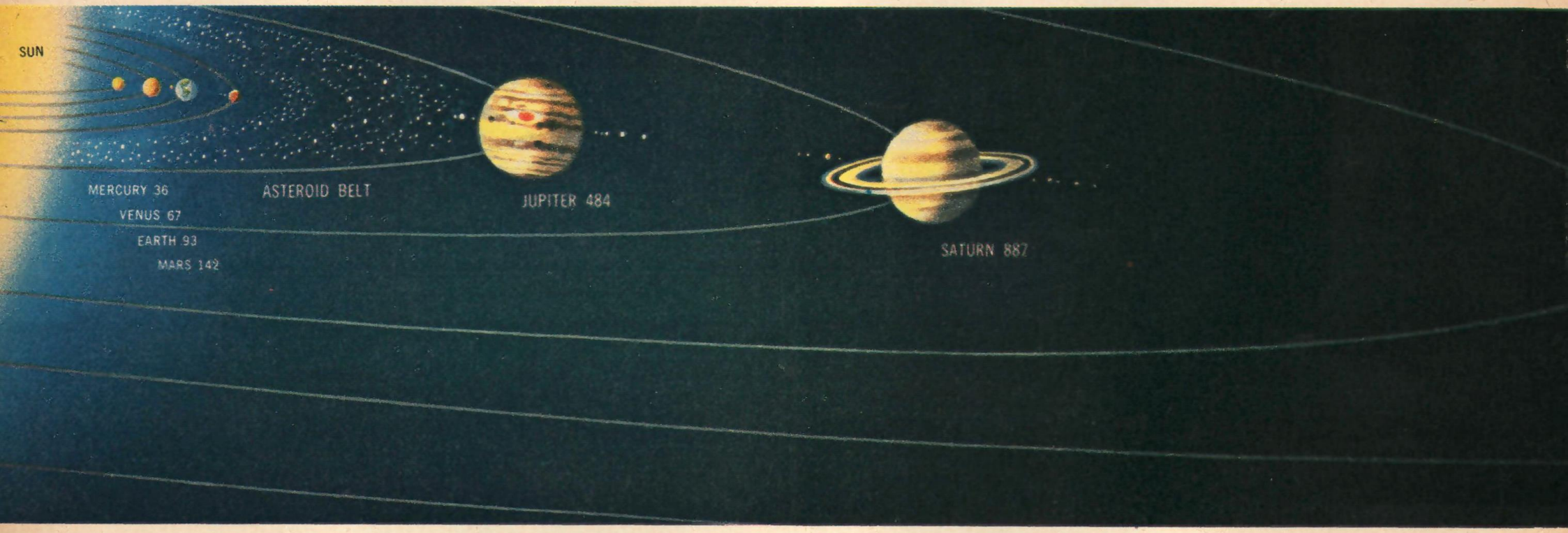
There are limits to what science can do. It now appears forever impossible for us to see an atom, or build a perpetual-motion machine, or travel at the speed of light.

There are no laws of nature, however, that say we may not some day discover the secrets of gravity, magnetism and electricity—the irresistible forces that rule the universe. It seems probable that all three are linked together in some unknown fashion and that, if the mystery of any one of them can be solved, the whole puzzle may fall into place, possibly unlocking even the secret of life itself.

Today, we know many of the principles that govern these forces, but we don't know exactly why or how. If travel to the stars ever develops as more than a scientific curiosity, it probably will come as a result of our having solved this triple mystery. Until that time, it does not appear that there will be any way to obtain the enormous energies needed to propel such a space ship.

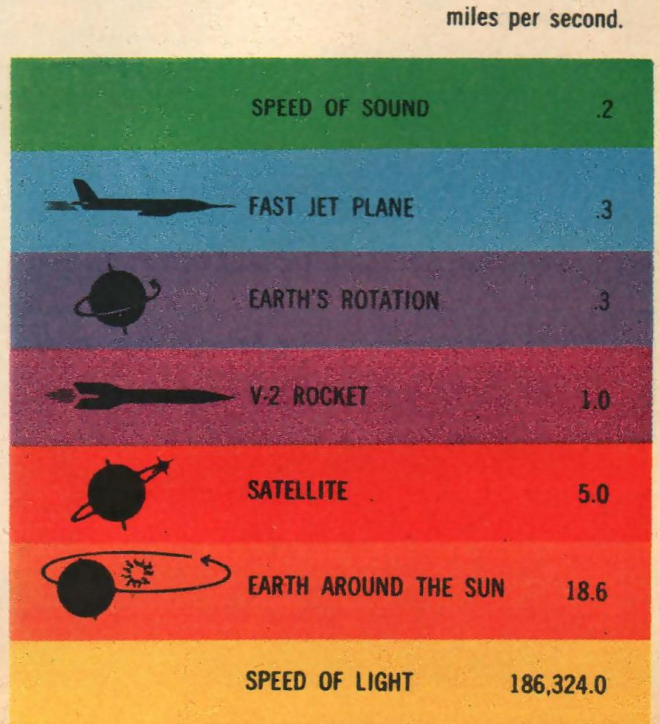
The International Geophysical Year is the most ambitious attempt ever made by scientists of the world to bring that day closer.

DISTANCES OF PLANETS FROM THE SUN IN MILLIONS OF MILES



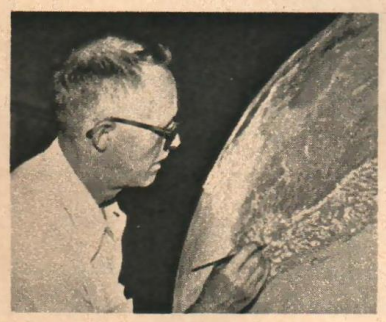
Our solar system extends out from the sun (left) to Pluto (right), 3.6 billion miles beyond the earth. The chart indicates relative sizes of the nine planets and their respective distances from the sun. The asteroid belt between Mars and Jupiter is cluttered with cosmic debris, from pebbles to rocks as large as mountains. Mars and Venus are the likeliest targets for the first attempts to travel beyond the moon.

Flying around the world at 18,000 miles an hour, the man-made satellite will travel five times as fast as the V-2 rocket. The Bumper-WAC, a two-stage rocket fired in 1949, reached a velocity of over 5,000 miles an hour, the highest speed that has been made public up to now. It climbed to 250 miles altitude. A rocket to the moon would have to travel 7 miles per second to escape from the earth's gravity and reach outer space.



Attended by its pock-marked moon, our world hangs in space. Stars in distant clusters may have planets much like ours, and people much like us may live on them.

THE LOOK GEOPHYSICAL GLOBE



The LOOK *globe represents a new concept in three-dimensional map making. It is the first big relief globe on which the techniques of the artist have been used to produce a natural-looking picture of the world in full color. The globe was developed by Geo-Physical Maps, Inc., in conjunction with* LOOK *and the National Broadcasting Company. Details were plotted by Dr. Erwin Raisz, Harvard geographer, and translated into form and color by artists Sam Berman and Kenneth Fagg (left) and a staff of cartographers and other technicians. It took four years to design and make the globe. "The result," says William Briesemeister, senior cartographer of the American Geographical Society, "is a realistic representation of the whole earth, reproducing not only the shape of hills and mountains with characteristic expression of the land, but also the natural color of the earth's landscape." The original version, which took 18 months to carve out of plaster, weighed well over a ton.* LOOK*'s version, which is cast in rubber, weighs less than 100 pounds and is easily portable.*

LOOK GLOBE BY GEO-PHYSICAL MAPS, INC. PHOTOGRAPHED BY ARTHUR ROTHSTEIN GRAPHICS BY HERB WILEN

END

Norman Vincent Peale

Answers your questions

Q ***I am 13 years old, and when I grow up, I want to be Miss America and a movie star. I don't know just how to go about it, but I want to be Miss America and a movie star more than anything else in the world. I would appreciate any information or advice you offer me.***

It is a good thing to have a goal. If you want to be a Miss America, start by being a good girl. I have met several of the recent Miss Americas, and they are young women of the finest moral character, good church-going girls, even Sunday-school teachers. Quite a lot of their beauty, I am sure, comes from the soul. And to be a movie star, get into your school dramatic activity, work your head off at it; for if you do not learn to work, you can never be a movie star. A movie career does have a bit of glamour, but it's mostly just plain hard work. So, you had better learn to work.

Q ***Recently, I learned that a public school in a small town outside Chicago had its Christmas observance banned; the Jewish children outnumbered the Christians. Now the Jews are trying to do the same thing in a large public school in the area where we live, and I am heartsick about it. What can we do?***

It is very unwise for our Jewish friends to seek to oust one of the oldest and most cherished American customs, that of observing Christmas in the schools. This strikes at a sentiment cherished deeply by an overwhelming number of Americans. I am sure that Christians would be very glad to sing the songs and hear the traditions of a corresponding great day in Jewish life. Such a practice would make for understanding, while banning a deeply loved celebration makes for resentment.

Q ***I have been brought up to tell the truth. My neighbor often says to me, "Tell me exactly what you think of this" (dress, cake, situation, etc.). My husband heard one of my replies and was shocked by my frankness. Shall I continue to give honest answers, or concoct a reply?***

It never hurts to express opinions with kindliness and consideration. Even though requested in seeming sincerity, a strictly objective and critical opinion is scarcely ever really desired. One can almost always see some good features. Emphasize these rather than criticize. Kindly appraisal need be no compromise with honesty. Besides, our own opinions and judgments are not necessarily sound.

Q ***I am a 14-year-old girl in junior high school. I have had many sexual experiences and think I am pregnant. My parents have not found out yet, and I do not know how to tell them. I feel very guilty about this. Can you help me?***

The only way to tell them is just to tell them, and I cannot too strongly urge that you do that, and at once. You have gotten your young life off to a very bad start, and unless you want to ruin it altogether, which of course you do not, you had better start coming clean. By all means, go to your parents about this. Ask God's forgiveness and help in rebuilding your life.

Q ***My husband is interested in nudism and wants to join a nudist camp. I am against doing so. We are both past middle age and have been married a long time, but he has threatened to find some other woman to go to the camp with him, as "singles" are not allowed in the camp. Shall I force myself to go with him, or risk losing him?***

Try persuading your husband to consult a pastor and possibly a psychiatrist too. While it is possible that some people go into nudism sincerely, it tends toward exhibitionism and the body cult, which is antithetical to Christian standards. You should not force yourself to an act that runs counter to your personal concepts of modesty.

Q ***A few years ago, we bought a new house, and I worked to help pay off the indebtedness. Recently, when I retired from my job and found time to work in the yard, I hoped to get to know the neighbors. But they pay no attention to me and seldom speak to me. This hurts me and worries me, but having put so much money and work and hope into the house, we do not wish to move. What would you advise us to do?***

The trouble probably is that you were so preoccupied with paying off the indebtedness on your place that you had no time to act friendly with your neighbors. They doubtless took it for granted that you did not desire friendly relationships, so they accepted your attitude at face value. Of course, they misunderstood, but now that you have more time, it has not occurred to them that you want friendly associations. You will have to put yourself out a bit, on the basis of the old truism "He who would have friends must first show himself friendly." You probably have a reserve which throws up a slight barrier. But this can be overcome if you make an effort. I suggest that you become active in a church group or club and show a willingness to mix freely.

Q ***My husband is a banker, an officer in a church, most correct and agreeable to all, except to his family. At home, he is a tyrant; he swears, berates, demands. He hates us, and the children fear him. Are marriage vows still sacred when one mate shows no "love" or "honor," but just demands that the other "obey?"***

Yes, your marriage vows are still sacred. Difficulty in marriage does not invalidate the promises you made before God. You have a problem, that is sure. Marriage is an adjustment, an acquired skill in human relationships, and it requires strategy, study and prayer. Why not go to your pastor and enlist his help? Perhaps your husband is a sick man emotionally and needs healing. You wouldn't run out on him if he had a physical sickness. Get him cured and he can become the fine man he wants to be. Perhaps you may, yourself, need therapy to correct possible conflicts that irritate this situation.

Address your questions to:
Dr. Norman Vincent Peale, LOOK Magazine, 488 Madison Ave., New York 22, N. Y.

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Vote New Armour Star Beef Stew

BETTER THAN HOMEMADE

Here's what happened! A *new*-recipe beef stew, just introduced by Armour was served to 112 Chicago men. Sixty-two of them—way over half—voted Armour Stew *better than homemade.* This was a true "blind test." The men didn't know who made the stew, why it was being tested, or anything about it until after they had cast their votes.

We don't mean that Armour Beef Stew is better than the stew you could make . . .

if you have the time to braise the meat, parboil the carrots and potatoes separately . . . do the dozen and one little *extra* things necessary to make a really delicious stew. But many women do *not* have the time. And to them we say, "Try ours—the new Armour Star Beef Stew." For Armour leaves nothing to chance in preparing the stew that carries its name—from the number of big chunks of juicy beef chuck, to the blending of the gravy; from the quality of the potatoes and carrots to the careful seasoning and simmering that make Armour Star Beef Stew such a wonderful harmony of flavors. That's why men like it so much. Try a can of the new Armour Star Beef Stew. See how much time and trouble we can save you.

Here's the winner—the new-recipe Armour Star Beef Stew, in the big 24-ounce can.

ARMOUR STAR BEEF STEW

© Armour and Company, 1957

Modigliani

THE RAGE TO PAINT

HER NAME WAS Jeanne Hébuterne. She was just 21, and she was expecting her second child by the painter Amedeo Modigliani. They had never married. Her parents had disowned her. She and Modigliani lived in the most abject poverty, in a barren studio which contained a few chairs, a table, a mattress on the floor.

He had come to Paris 13 years before, at the age of 22—a strikingly handsome young Italian with black hair, burning eyes and a charm so irresistible that, as a colleague once said, "he never lacked either models or mistresses." Then, driven by anguish, he plunged into a life so wild and debauched that, even among the Bohemians, he was known as "cursed."

He was possessed by a rage to paint; but he found beauty only in peculiar states of exaltation, which he induced by drink and drugs. "Then and only then," he said, "does one know the joy of creation which is at the same time a liberation."

He burned out his nights in orgies and drunkenness, reciting Dante at the top of his voice, reviling strangers, picking fights, attacking the gendarmes, charging down some secret path of self-destruction. "I need to be consumed by fire," he said. "My concierge or the butcher boy—they must preserve their precious lives. But as for me, my life is important only because of what I can put on canvas. What difference does it make if I give an instant of my life, if, in exchange, I can create a work that will perhaps last?"

He was phenomenally gifted; he drew with an astonishing purity of line, and with such sureness and speed that an artist friend remarked, "He is like a child who has been given a million dollars but doesn't know what to do with it." He would finish a painting in two hours; he rarely worked on a portrait for more than two days. He haunted the cafés, sketching the people at the tables for a drink or a few francs.

He was fascinated by the human face and form; a landscape or a still life held no attraction for him. He began his portraits with a single feature—an eye, the mouth, an ear—and built the face around it. "My figures see even when I do not draw the pupils in the eyes," he said. "But like the figures of Cézanne, they do not want to express anything beyond a dumb acceptance of life."

He created his own dreamlike universe—a wistful world of languorous lines and beguiling colors, of oval faces and swanlike necks. All of his people seem lost in melancholy, absorbed in the many-faceted mood of solitude.

Now, in 1919, he looked back upon a career of bitter failure. His art was taken seriously by only a few. He got as little as 10 francs for a sitting. Thousands of his marvelous drawings were thrown away. The police had closed one of his shows because the nudes were too explicit and too carnal. He had tried to repay his debts with his paintings, but they were accepted at the value of the canvas alone. A street vendor used his drawings to wrap up potato chips. One woman peeled the paint off a picture and used the canvas as a bedcover. Besotted with liquor, racked by tuberculosis, he lived between fever and defiance.

Soon after he finished this haunting, oddly chaste portrait of his beloved, with its Gothic grace and cool sadness, Modigliani was found wandering through the streets of Paris, chilled and delirious. He was taken to his squalid studio. He refused to let anyone call a doctor. In several days, he was taken to a charity hospital, where he died. Jeanne Hébuterne was brought to his bed and she fell upon the body, weeping, and covered the face with kisses.

His funeral was attended by almost 10,000 mourners — including Picasso, Braque, Cocteau, Utrillo, Vlaminck, Soutine.

It is said that art dealers scurried along the procession, offering to buy anything he had done. "A Modigliani that sold for 100 francs at the beginning of the funeral," according to one report, "brought 10,000 francs before it was over."

As the funeral wound through the streets, Jeanne Hébuterne returned to the home of her parents. What went on between them, no one can say. What is known is that the distraught girl went to the fifth floor of the building, opened the window and leaped to her death.

To some, there is tragic irony in the name Modigliani's mother had given him—Amedeo—which, in Italian, means "beloved of God."

Jeanne Hébuterne
(oil, 51″ x 32″)
today hangs in the
home of Mr. and
Mrs. S. F. Brody,
Beverly Hills, Calif.

"I'll have my picture on the box some day!"

Sure you will, son. As long as there are American boys who can take a hard smashing tackle with a grin and come back for more, there will be champions. Great champions. One thing more you can count on . . . the champions of the future are eating Wheaties today.

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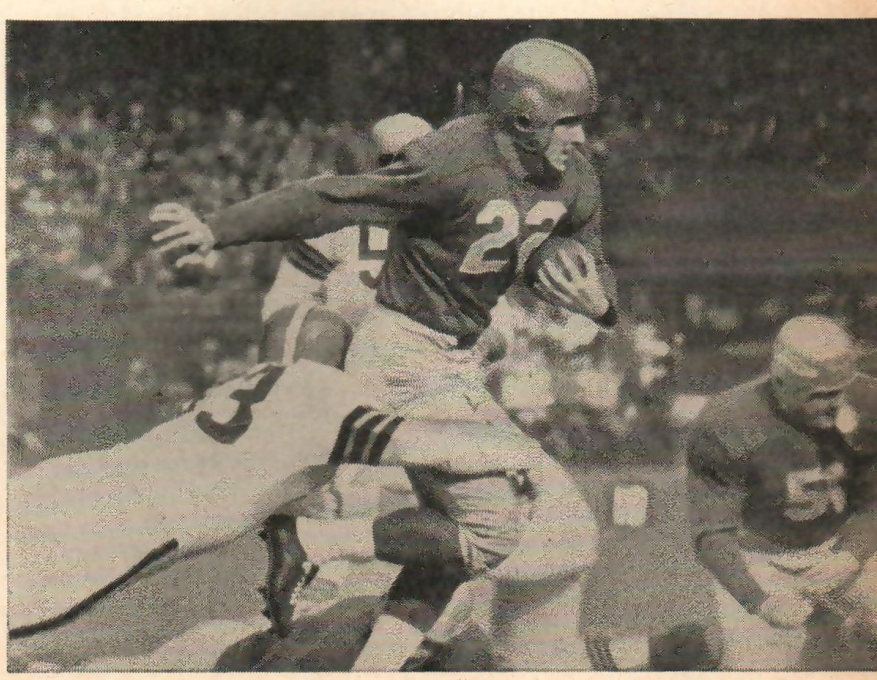

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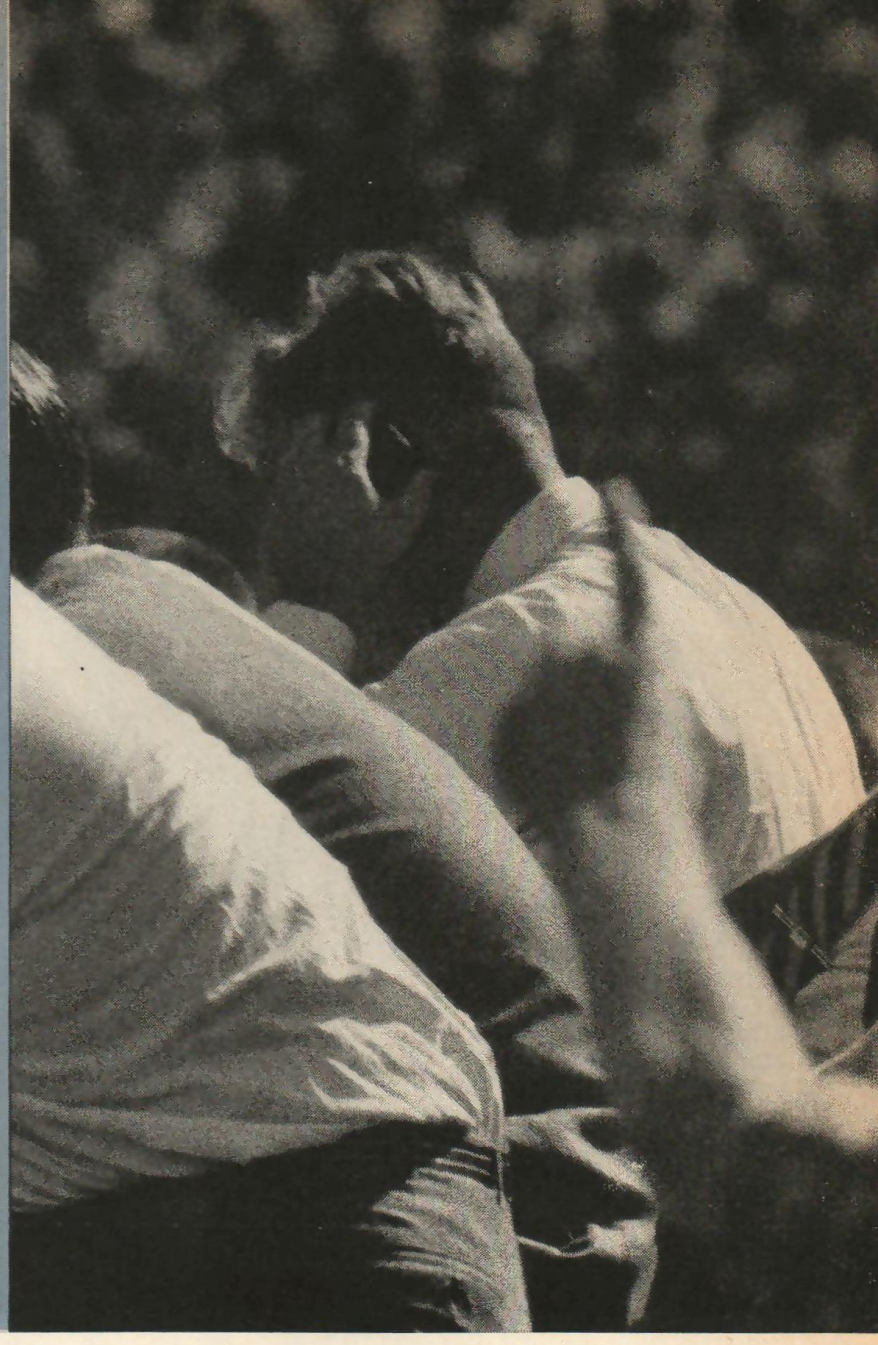
Georgia Tech's famous Bowl coach says:

The head coach doesn't coach any more



By BOBBY DODD with Furman Bisher

GEORGIA TECH's football teams have appeared in big New Year's Day Bowl games seven times in the last 12 years. You can credit the head coach if you like. The truth is I've never coached less in my life. In fact, it's a pretty general proposition in big-time college football today that the head coach doesn't coach any more.

The game is so highly geared that the coach is more of an organizer, administrator, public-relations man, salesman and chairman of the board. He does his coaching in the office, in staff meetings and through films.

When I played quarterback at Tennessee from 1928 through 1930, the varsity coaching staff consisted of Gen. Bob Neyland and two assistants. At Tech today, I have seven varsity coaches, three B-team coaches, two freshman coaches and four student assistants. And I wish I had six more on my staff.

Although the average college squad in my playing days was half the size it is today, there was a lot of standing around in practice. While 11 players worked, the others stood around waiting their turn. The secret of modern-day coaching is that every boy is watched every day in every part of every practice as well as in every play of every game. No mistake, no matter how small, goes unnoticed or uncorrected. To do the job that way, you've got to have enough coaches.

Take the work we did after we won our opening game, 14-6, from Kentucky last September 22. Our coaching staff studied the films over and over again on Sunday afternoon for our mistakes. I spent most of Sunday appearing on a television show that featured the film of the Georgia Tech game, and playing some tennis.

On Monday morning, our two chief scouts, Bob Bossons and Jim Luck, prepared a report on our next opponent, Southern Methodist, which had upset Notre Dame. That afternoon, the scouting report was circulated around the office and among our squad. Meanwhile, I telephoned Terry Brennan, Notre Dame coach, sympathized with him and asked him to airmail us a print of the S.M.U.-game film.

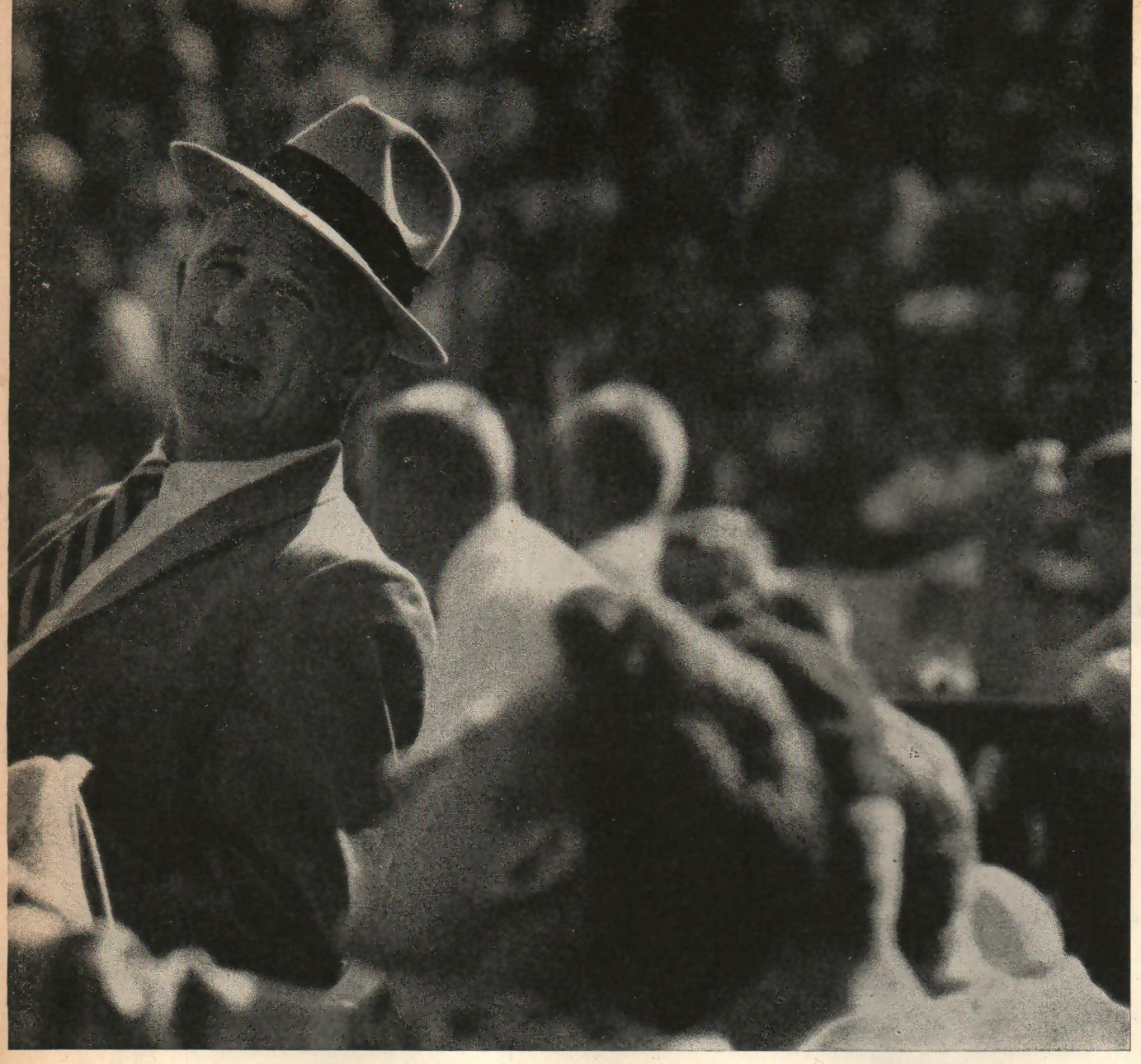
I spoke at a luncheon meeting, then returned to my office in time to handle a string of telephone calls, most of them requesting tickets or asking me to fill speaking engagements. When I reached the locker room and dressed for practice, I found the work schedule for the afternoon made out, with a detailed allotment of time for each phase of practice. The schedule had been put together by my staff of assistants, guided by Ray Graves, chief of defense, and Frank Broyles, chief of offense.

When could I have found time to plan the practice? The answer is I couldn't and still meet those other demands that face the head coach.

It's the same with one of the other vital jobs a coach is responsible for: recruiting the right kind of athletes (and let's not kid ourselves that any coach is stronger than his recruiting). It's his assistants who do the bulk of the selling job. We had a fine football team at Georgia Tech this year, primarily because our coaches did a fine selling job to some outstanding high-school stars. We went up to Nashville, Tenn., and sold halfback George Volkert; to Roanoke, Va., and sold halfback Paul Rotenberry; to Salisbury, N. C., and sold fullback Ken Owen; to Miami, Fla., and sold tackle Carl Vereen. We sold a lot of others too. And we sold them, we didn't buy them. We sold them on the fact that Tech would give them a good education and also had good football.

Recruiting today is far more advanced than it was in my playing days, over 25 years ago. Then, a coach used to hear about a player by word of mouth or from a newspaper or a letter from some alumnus. Maybe he'd send an assistant to see the player, if he was located close by, but more than likely, he'd write him a passive sort of letter.

In my senior year at Kingsport (Tenn.) High, our team scored 543 points in seven games. We scored 193 points in our first game, then our opponents kept whittling us down to size until we lost our last game, 3-0. There was a better prospect on the team than I was. He was Paul Hug, an end and also a real basketball player. Only two college coaches ever came to see us, one from Vanderbilt and one from Tennessee. If the situation had been as it is today, there would probably have been a couple of dozen scouts after us. Hug and I both practically had to beg to get into Tennessee, and if I told what I think was the truth of the matter, I'd say



Coach Dodd summons substitutes in 39-7 win over L.S.U. Game pressure is heavy on head coach.

In the dressing room afterwards, Dodd praises George Volkert, one of Tech's star halfbacks.

they took me along simply because of Hug. Hug said he was going where I was going, so I said we were going to Tennessee. I never was sure that Tennessee was happy about having me until I made All America quarterback in 1930.

While on the subject of recruiting players, there's one thing I feel strongly about. That is that the whole college-football structure would be strengthened if every major conference in the country set up a full athletic-scholarship plan. The kind I'd like to see it have would be like the one we have in the Southeastern Conference, covering room, board, tuition, books and $15 a month for such incidentals as laundry and haircuts. The scholarship in each case would be based on the average cost of living at the individual school.

I would also further urge that all groups adopt the letter-of-intent plan, employed by the Southeastern and some other major conferences, and extend it so that a boy's signed intention of attending a certain school be recognized on a national rather than just a conference basis.

I'd like to mention here that coaches today, unlike some in past years, are making an effort to get their boys graduated. We've found that the serious student usually makes a better football player. For example, Wade Mitchell, fine quarterback, blocker, defensive man and one of our 1956 co-captains, finished his junior year with the highest academic average in the entire student body. Mitchell is outstanding, of course, but the scholastic average of Georgia Tech's football players will compare favorably with that of all the other students.

In riding herd on the player, severe discipline is sometimes necessary, and this is something the head coach can't delegate to an assistant, much as he'd like to. Two seasons ago, just before the Duke game, I had to drop four boys from the squad. One was a fine guard. Another was a halfback who was within a yard of tying the all-time rushing record at Tech. It was the toughest decision I ever had to make in my coaching life. I took a lot of public cussing, especially when we lost to Duke by an extra point. But it was a decision I had to make, if I was going to be fair to the rest of the squad. Incidentally, the guard and the halfback took it like men. They're back in school now, finishing work on their degrees.

Boys today—I'm talking about college-football players, not juvenile delinquents—are gaited to accepting all forms of discipline and sacrifice. They are a tougher physical breed than boys used to be—despite what unconverted old-timers like to think. It just stands to reason that a 220-pound tackle, other things being equal, is tougher than a 190-pound tackle, and there are many more of those 220-pounders today.

In 1939, Tennessee went to the Orange Bowl with a pair of 185-pound tackles, one of them Bob Woodruff, now head coach at Florida. No team today could go to any major Bowl game with a couple of lightweight tackles like that. Tackles weighing 210 used to stand out because of their size. Today, they're as common as traffic lights.

A fellow like me would have a tough time finding a place to play. I not only weighed in at a roaring 156 pounds, but I was the slowest man on the team. Even Herman Hickman could outrun me, and it humiliated me no end to see that big walrus passing me in practice wind sprints. Hickman was one of the few players on our squad at Tennessee who could have played today—he and Gene McEver, the great halfback, and end Paul Hug.

I don't want to give the impression that modern football has left the game of 25 years ago far behind in every respect. Actually, we have retained many of the old ideas because they are just as sound today as they ever were. Take the theory of keeping a team physically sharp for a game. At Tennessee, General Neyland figured that once he'd whipped us into shape in September, he could keep us at that peak and hungry for contact by not overworking us during the week. He didn't believe in leaving your game on the practice field. I guess his attitude rubbed off on me, because I've always been against hard labor after the season starts.

On Bowl trips especially, I believe in taking it easy. I've been regarded as peculiar in that respect, but I believe the players, as well as the rest of the party, deserve some fun out of a Bowl trip.

Probably the strangest of all Bowl-training contrasts held true before the Sugar Bowl of 1954, which pitted Georgia Tech against West Virginia. Two weeks before the game, the West Virginia team set up a camp at Biloxi, Miss., and practically went into solitary confinement. On the other hand, we gave the Tech players a week off for the Christmas holidays and

continued

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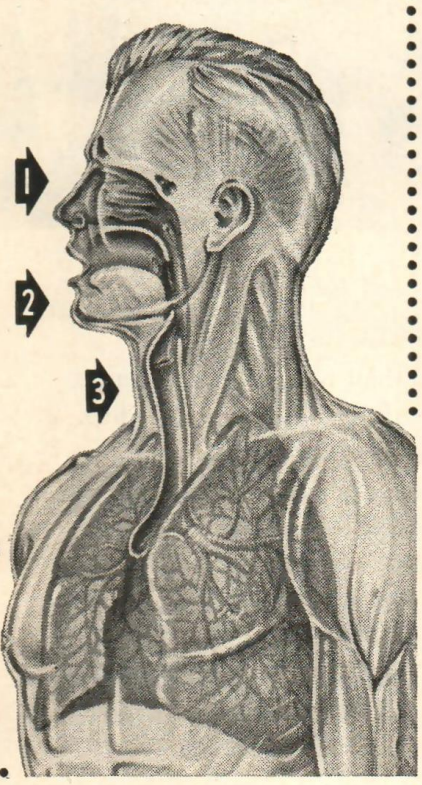

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Easy does it for Bowl practice

told them to be back on December 28, four days before the game, ready to play. We simply put them on their honor to stay away from too much turkey and dressing, cakes and pies.

When they returned on the 28th, they did nothing but run around in tennis shoes. The morning of the 29th, we flew straight into New Orleans. On the 29th and 30th, we were rained indoors for more practice in tennis shoes. On the 31st, we did nothing but put on our game suits and limber up in front of photographers.

West Virginia came into New Orleans on the 31st, tense and keyed up from confinement. At the end of 60 football minutes, the score stood: Georgia Tech, 42; West Virginia, 19. The contrast in mental attitudes caused by the contrasting types of preparation contributed much, in my opinion, to Georgia Tech's victory.

We have used this easy physical-mental approach in all our Bowl games, and I feel sure it has contributed to our success.

[Editor's note: Since Bobby Dodd became head coach in 1945, Georgia Tech has played and won seven Bowl games, beginning with his 1946 team, which defeated St. Mary's 41-19 in the now-extinct Oil Bowl in Houston, Texas.

The rest of the record: Orange Bowl, 1948, Georgia Tech 20, Kansas 14; Orange Bowl, 1952, Georgia Tech 17, Baylor 14; Sugar Bowl, 1953, Georgia Tech 24, Mississippi 7; Sugar Bowl, 1954, Georgia Tech 42, West Virginia 19; Cotton Bowl, 1955, Georgia Tech 14, Arkansas 6; Sugar Bowl, 1956, Georgia Tech 7, Pittsburgh 0.]

Once the game begins, the responsibility of running it is the most mountainous job the head coach faces. It is one that he can't delegate. His assistants can help him think, but the final decisions have got to be his.

Since the public knows more about football than ever before, it is more critical than ever before of the coach's moves. The pressure is terrific. The coach realizes one bad decision might cost him the game and 5,000 to 10,000 in attendance the next week. The hysterical noise of the crowd deafens him. The sweeping hand of the time clock seems almost to wave in his face. It is a summit of tension.

Each Opponent Saves Its Haymaker for You

The tension is unremitting each Saturday because of the demands of the breatherless modern schedule. This season we played Kentucky, Southern Methodist, Louisiana State, Auburn, Tulane, Duke, Tennessee, Alabama, Florida and Georgia. It is impossible to build up a squad's morale for ten straight games. Somewhere along the line, you're going to leave yourself vulnerable, and usually somebody who isn't supposed to is going to knock you off. When you're a big winner, every other team is saving its haymaker for you.

Besides that, the coach is playing an extra opponent these days that the coach of 25 years ago didn't have to face. This is an opponent that won't come out and fight like a man—the form sheet.

Before the season begins, your team has been thoroughly inspected, previewed and ranked by magazines, newspapers and the weekly line. Your players have been screened and the stars selected for All America or All Conference teams. Even Bowl opponents have been nominated and winners selected. The "Coach of the Year" has been "appointed" in advance, and the guy couldn't possibly win it, because if he has a great season, it is only because that's the way it was supposed to have been. In other words, you're playing now against what somebody called an expert says you ought to be. The coach whose team is picked high hasn't got a prayer to win an upset.

Last year, Georgia Tech and Tennessee tied, 7-7, at Knoxville. Our team played a whale of a ball game, but our people left the stadium dragging their spirit behind them. They were taking it like a defeat because we had been picked to win by a touchdown. Why, during the winter, people would say to me: "When you lost to Tennessee. . . ."

Wear and tear on the latter-day football coach have made some old men out of young people in a hurry. It seems out of line that such com-

continued

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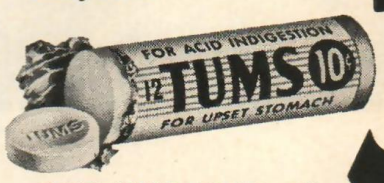

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paratively young coaches as Biggie Munn of Michigan State, Ivy Williamson of Wisconsin, George Sauer of Baylor and Stuart Holcomb of Purdue should voluntarily submit themselves to the active retirement of an athletic directorship. But that, I think, is the tip-off on the mental and physical erosion resulting from the multiple burden of head coaching today. And the irony is that none of the burden has anything to do with actual coaching.

It's a young man's profession now, with young fellows like Terry Brennan of Notre Dame, Darrell Royal of Washington, Wade Walker of Mississippi State, Jack Mitchell of Arkansas and Warren Giese of South Carolina. The era of the long coaching career, of the Staggs, the Warners, the Zuppkes, the McGugins, is over.

One of the most depressing things about the pressure that has caused all this is that it has driven some really high-class coaches out of the game, coaches of high standards and morals you'd like to have your son play for: Rusty Russell of Southern Methodist, Bear Wolf of Florida and Tulane, Monk Simons of Tulane, Wes Fesler of Ohio State and Minnesota, and George Munger of Pennsylvania, to name a few.

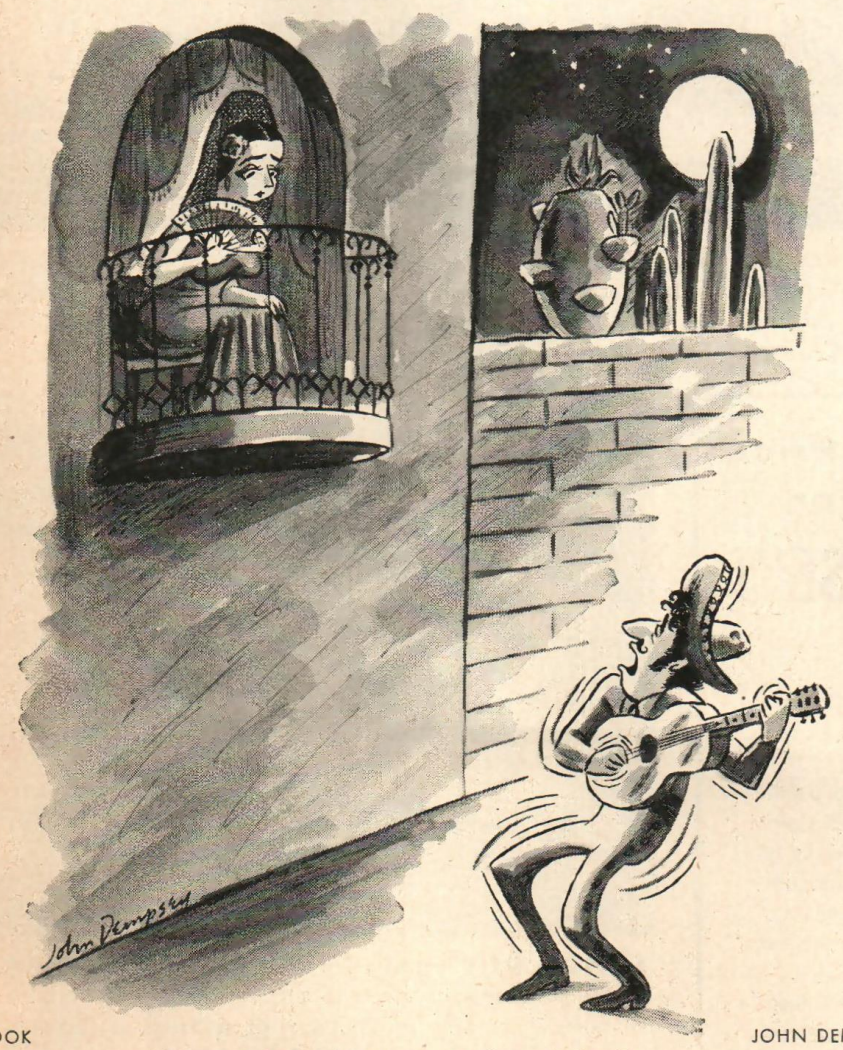
I've got a son in high school now, a freshman. I want him to play football, but I'm not expecting too much of him. He inherited a pair of slow feet from his daddy. I want him to know the experience of playing, though—not to be a great player, but just to play. Then I want him to graduate from college and find a good business life.

I would not like him to be a football coach. Football has been good to me—I've been one of the luckiest head coaches who ever lived—but a lot of heartaches go with the job.

There has been a lot of newspaper gossip in recent seasons about my retiring. I'm giving retirement no thought at all. I'm just 48 and I still consider that young. I'd be like a fish out of water trying to lead the confined life of an athletic director. Besides, I don't want to run out on the good fun of football and association with the fine type of boy we've been having at Georgia Tech.

I'm hoping to be the head coach at Tech for several years yet—or at least as long as my sturdy assistants hold out. As I said, they're the ones who do most of the work these days, and without them, I'd be lost.

END



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PHOTOQUIZ ANSWERS

(See page 68) 1—gorilla. 2—bear. 3—starling. 4—wolf. 5—cat. 6—fox. 7—hippopotamus. 8—deer. 9—giraffe. 10—rabbit. 11—beaver. 12—polar bear. 13—zebra. 14—camel. 15—turkey. 16—muskrat. 17—brown rat. 18—woodcock. 19—snowshoe hare. 20—barn owl.

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ACHING MUSCLES? FEEL BETTER FAST—You'll feel like high-stepping around in almost no time when you take Bayer Aspirin to relieve your aching muscles. Millions use it with complete confidence because it acts so quickly and safely to relieve aching muscles, backache, and the pains of neuritis and neuralgia.

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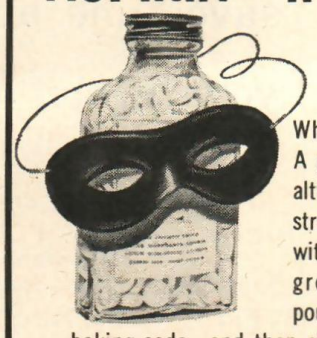
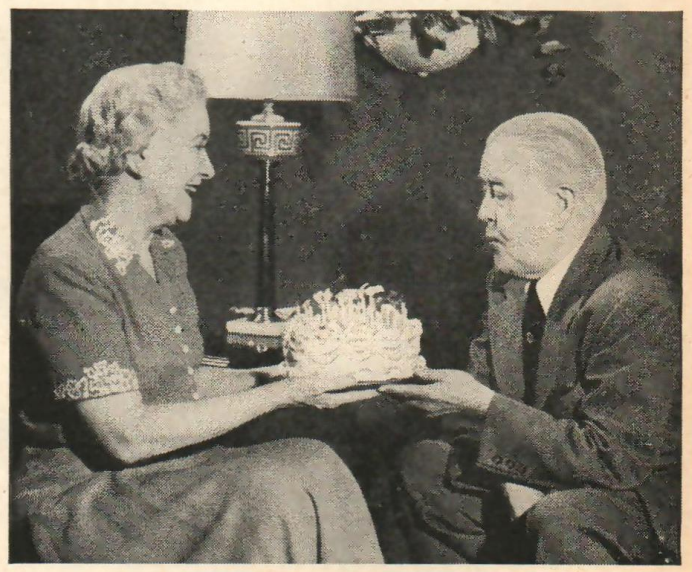


What is aspirin "in disguise"? A pain relieving product that, although it attempts to belittle straight aspirin, combines aspirin with such non-pain relieving ingredients as aluminum compounds, magnesium carbonate, or baking soda—and then charges you twice the price of Bayer Aspirin!

Why pay more for extra ingredients that can't relieve pain? Instead, get Bayer Aspirin. It's all pain reliever—100%—and medical science has never discovered a safer and more effective pain relieving agent!



MINOR ARTHRITIC PAIN? FEEL BETTER FAST—There's no need to let the happiness of later years be marred by minor pains of arthritis or rheumatism. For Bayer Aspirin quickly brings temporary relief. It not only works fast, but gently, too. The fact is it's so gentle doctors prescribe it even for small children. You can take Bayer Aspirin with *complete* confidence.

At LOOK's request, Harvard's Department of Nutrition answers some questions about nutrition in the U. S. and suggests diets for four basic types of Americans

ARE AMERICANS well nourished? What makes people fat or thin? What is all this talk about too much fat in our diet? How can we improve our diet?

To answer these questions, LOOK went to Harvard's Department of Nutrition in its School of Public Health. Staffed by physicians and surgeons, biochemists, home economists and dietitians, it is one of the leading institutions of its kind in the world.

LOOK also asked the Department of Nutrition to develop eating patterns for four basic types of Americans who may have diet problems: the sedentary woman, the sedentary man, the pre-adolescent and the adult over 50. Based on patterns worked out at Harvard, safe and simple ways to improve your daily diet appear on the following pages.

Are Americans well nourished? Dr. Fredrick J. Stare, professor of nutrition at Harvard and chairman of that department, says: "Certainly the great bulk of Americans are well nourished. In fact, looking at the bulk of many Americans, it is obvious that quite a few eat too much! But when people talk about how poor our diet is—about refined foods, mineral-poor-soils, hidden hunger—they either do not know what they are talking about or they have something to sell. How can our diet be poor when, as most of us are aware, life expectancy in the U. S. has steadily lengthened? In the last decade, much of this increase has been due to the development of antibiotics, but much is also due to the greater application of modern nutrition."

In explaining why people are fat or thin, Dr. Jean Mayer, associate professor of the department, and noted for his research on obesity, says: "The balance of two factors determines whether people are fat or thin: the food energy they consume (calories) and the muscular energy they expend (exercise). If one consumes more energy than is expended, the excess is stored as fat. If one does the opposite, one loses weight. This can be accomplished by eating less, taking some exercise or, preferably, combining the two. To lose weight, no single food need be eliminated from the diet. Foods such as bread, potatoes, sugar, cream can be continued. All you have to do is eat *less* of what you like to eat and consume a sufficient *variety* to provide a balanced diet."

What about fat in our diet? "The question of fat content in the American diet and its relation to hardening of the arteries and heart disease is still under extensive study," says Dr. Theodore B. Van Itallie, assistant professor of clinical nutrition. "True, in other parts of the world, people on low-fat diets have less atherosclerosis (the type of hardening of the arteries involved in coronary disease) than those on American diets, which are characteristically high in fat. But there are many other differences from our diet—different types of fats, more fiber, more starch, less sugar, less animal protein, differences in vitamin and mineral content—many of which may be involved as well as fat. Large intakes of certain types of vegetable fat such as cottonseed or corn oil do, under certain conditions, result in a decrease in certain blood constituents which may retard the development of atherosclerosis." Dr. Van Itallie adds that studies to date are still too fragmentary to recommend any drastic changes in our diet, except perhaps to eat less fats, as this is a good way to reduce both weight and blood fat levels.

How can we improve our diet? "Better nutrition during the first half of your life," Dr. Stare says, "will make for better health during the last half of your life. This includes avoiding overweight. Probably the simplest way to accomplish this is to eat somewhat less fat and make better use of foods like cereals, vegetables, fruits, lean meats, fish, poultry, cottage cheese. Cutting down, not cutting out, is the way we can improve our nutritional health."

continued

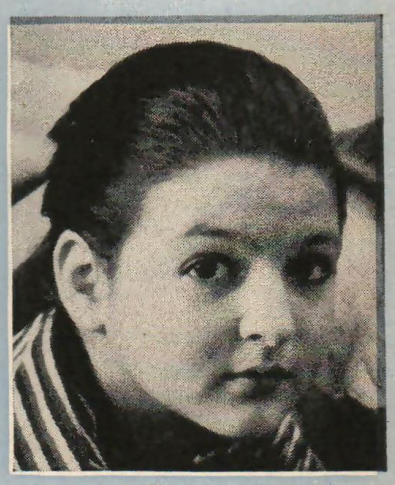
PRODUCED BY MARILYN KAYTOR

1. the sedentary man

2. the sedentary woman

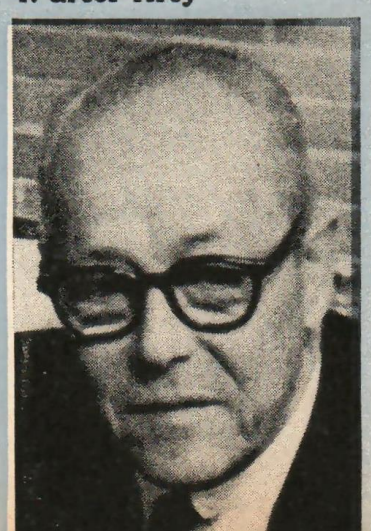
diets for Americans

4 BASIC PATTERNS



3. the pre-adolescent

4. after fifty



1 the sedentary man

At a desk or a steering wheel, he's like millions of U.S. men

Too busy to take regular exercise, many chair-bound American men tend to overeat and gain weight. To help them shed excess poundage, LOOK presents a 7-day diet pattern suggested by Harvard's Department of Nutrition. Based on a daily intake of 1,700-1,800 calories, it is a long-range guide for future eating.

Coffee or tea may be added to each meal. A caloric allowance has been made for 4 tablespoons whole milk and 1 tablespoon sugar a day (95 cal.).

MONDAY

Breakfast: Half cup orange juice (55 cal.), cup ready-to-eat cereal (125 cal.), ½ cup milk (85 cal.), teaspoon sugar (15 cal.), poached egg (75 cal.), slice white toast (65 cal.), ½ pat butter (25 cal.), tablespoon jelly (55 cal.).

Lunch: Cup vegetable soup (80 cal.), chicken salad sandwich, white bread (245 cal.), 2 gingersnaps (45 cal.), apple (75 cal.), glass milk (165 cal.).

Dinner: Roast leg veal, 3 oz. (195 cal.), ¾ cup cauliflower (20 cal.), ½ cup green beans (15 cal.), sliced tomato on lettuce (35 cal.), plain roll (85 cal.), ½ pat butter (25 cal.), tablespoon jam (55 cal.), thin slice sponge cake (115 cal.).

Day's Total Calories: 1,750.

TUESDAY

Breakfast: Half grapefruit (75 cal.), ½ cup cooked cereal (75 cal.), ½ cup milk (85 cal.), teaspoon sugar (15 cal.), 2 slices whole-wheat toast (130 cal.), pat butter (50 cal.), tablespoon jam (55 cal.).

Lunch: Half cup tomato juice (25 cal.), cup beef stew (250 cal.), 2 tablespoons cottage cheese (30 cal.), 4 saltines (70 cal.), small celery, radish, olive salad on greens (25 cal.), glass milk (165 cal.).

Dinner: Broiled beef liver, 4 oz. (160 cal.), baked potato (100 cal.), pat butter (50 cal.), ½ cup carrots (25 cal.), ½ cup cabbage (15 cal.), plain roll (85 cal.), pat butter (50 cal.), ½ cup fresh fruit (50 cal.), small brownie square (100 cal.).

Day's Total Calories: 1,780.

WEDNESDAY

Breakfast: Cup orange juice (115 cal.), 2 pancakes (120 cal.), pat butter (50 cal.), 2 tablespoons maple syrup (115 cal.).

Lunch: Egg-salad sandwich, whole-wheat bread (235 cal.), sliced tomato (30 cal.), apple (75 cal.), glass milk (165 cal.).

Dinner: Broiled chopped sirloin patty, 3 oz. (250 cal.), ½ cup kernel corn (70 cal.), ½ cup broccoli (20 cal.), ½ cup tomato aspic salad (30 cal.), slice pumpernickel (65 cal.), pat butter (50 cal.), ¾ cup baked custard (215 cal.), 2 vanilla wafers (45 cal.).

Day's Total Calories: 1,745.

THURSDAY

Breakfast: Half cup fresh grapefruit juice (40 cal.), scrambled egg (100 cal.), 2 slices white toast (130 cal.), pat butter (50 cal.), 2 tablespoons jelly (110 cal.).

Lunch: Cup vegetable soup (80 cal.), sliced turkey, ham sandwich, tomato, mayonnaise, rye bread (375 cal.), glass milk (85 cal.).

Dinner: Half cup grape juice (85 cal.), corned beef, lean, 3 oz. (160 cal.), boiled potato (100 cal.), pat butter (50 cal.) ½ cup peas (70 cal.), small fresh spinach, green pepper salad, teaspoon French dressing (35 cal.), ¾ cup sweetened applesauce (135 cal.).

Day's Total Calories: 1,700.

FRIDAY

Breakfast: Half cup orange juice (55 cal.), soft-cooked egg (75 cal.), 2 muffins (270 cal.), pat butter (50 cal.), 2 tablespoons jelly (110 cal.).

Lunch: Cup pineapple juice (120 cal.), salad—6 shrimp, hard-cooked egg, ripe olives on greens, teaspoon mayonnaise (175 cal.), slice rye (65 cal.), glass milk (165 cal.).

Dinner: Broiled halibut steak, 3 oz. (150 cal.), pat butter (50 cal.), ½ cup rice (100 cal.), celery sticks, olives (20 cal.), hard roll (85 cal.), ½ cup fresh fruit (50 cal.), thin sliced angel cake (110 cal.).

Day's Total Calories: 1,745.

SATURDAY

Breakfast: Banana (90 cal.), cup ready-to-eat cereal (125 cal.), ½ cup milk (85 cal.), teaspoon sugar (15 cal.), slice white toast (65 cal.), tablespoon jam (55 cal.).

Lunch: Barbecued beef, bun (380 cal.), baked apple (150 cal.), glass milk (165 cal.).

Dinner: Roast leg lamb, 4 oz. (300 cal.), broiled potato slices, ½ potato (50 cal.), ½ pat butter (25 cal.), ½ cup asparagus (20 cal.), slice pumpernickel (65 cal.), ½ cup fresh fruit (50 cal.).

Day's Total Calories: 1,735.

SUNDAY

Breakfast: Half grapefruit (75 cal.), soft-cooked egg (75 cal.), 2 slices whole wheat toast (130 cal.), tablespoon jelly (55 cal.).

Late afternoon dinner: Roast beef, 4 oz. (350 cal.), parsley potato (100 cal.), ½ cup beets (30 cal.), small mixed green salad, teaspoon French dressing (35 cal.), plain roll (85 cal.), ½ pat butter (25 cal.), tablespoon jam (55 cal.), ½ cup fresh fruit (50 cal.).

Supper: Cup bouillon (25 cal.), ¼ cup cottage cheese (65 cal.), canned pear half (40 cal.), large slice canned pineapple (95 cal.), 2 slices melba toast (50 cal.), ½ cup sherbet (120 cal.), glass milk (165 cal.).

Day's Total Calories: 1,720.

Women nibble and snack more than men, and thus often gain weight even though they "eat like birds" at regular mealtime. The answer to sensible reducing is a nutritionally balanced diet patterned on the 7-day plan below. Intake is limited to 1,400-1,500 calories daily.

MONDAY

Breakfast: Half glass orange juice (55 cal.), poached egg (75 cal.), slice white toast (65 cal.), pat butter (50 cal.), cup coffee, teaspoon sugar (15 cal.).

Lunch: Broiled hamburger patty, 3 oz., bun (380 cal.), tablespoon catsup (15 cal.), celery sticks, sliced carrots (30 cal.), fresh pear (65 cal.), glass nonfat milk (85 cal.).

Dinner: Half small broiled chicken (150 cal.), ½ cup rice (100 cal.), ⅔ cup broccoli (30 cal.), ½ cup winter squash (45 cal.), pat butter (50 cal.), sliced tomato on lettuce (35 cal.), thin slice ice cream (165 cal.), glass nonfat milk (85 cal.).

Day's Total Calories: 1,495.

TUESDAY

Breakfast: Half grapefruit (75 cal.), 1-egg omelet (100 cal.), slice whole-wheat toast (65 cal.), pat butter (50 cal.), cup coffee, teaspoon sugar (15 cal.).

Lunch: Shrimp cocktail—6 shrimp, sauce (75 cal.), small green salad, teaspoon French dressing (35 cal.), hard roll (85 cal.), pat butter (50 cal.), glass nonfat milk (85 cal.), ½ cup sherbet (120 cal.).

Dinner: Broiled beef liver, 4 oz. (160 cal.), baked potato (100 cal.), pat butter (50 cal.), cup carrots (50 cal.), ½ cup green lima beans (95 cal.), wedge lettuce, lemon juice (15 cal.), small brownie square (100 cal.), glass nonfat milk (85 cal.).

Day's Total Calories: 1,410.

WEDNESDAY

Breakfast: Half cup pineapple juice (60 cal.), poached egg (75 cal.), slice white toast (65 cal.), pat butter (50 cal.), cup coffee, teaspoon sugar (15 cal.).

Lunch: Cup cottage cheese, ½ cup fresh fruit (180 cal.), hard roll (85 cal.), pat butter (50 cal.), thin slice pound cake (130 cal.), glass nonfat milk (85 cal.).

Dinner: Roast leg veal, 3 oz. (195 cal.), ½ cup noodles (50 cal.), ½ cup green beans (15 cal.), pat butter (50 cal.), mixed green salad, tablespoon French dressing (75 cal.), thin slice sponge cake (115 cal.), ½ cup fresh berries (50 cal.), glass nonfat milk (85 cal.).

Day's Total Calories: 1,430.

THURSDAY

Breakfast: Half grapefruit (75 cal.), scrambled egg (100 cal.), slice white toast (65 cal.), tablespoon jam (55 cal.), cup coffee, teaspoon sugar (15 cal.).

Lunch: Bacon, lettuce and tomato sandwich, mayonnaise, whole wheat bread (275 cal.), apple (75 cal.), glass nonfat milk (85 cal.).

Dinner: Broiled lamb patty, 3 oz. (230 cal.), baked sweet potato (185 cal.), cup mixed vegetables (75 cal.), pat butter (50 cal.), 3 celery sticks, 2 sliced carrots (25 cal.), thin slice angel food cake (110 cal.), glass nonfat milk (85 cal.).

Day's Total Calories: 1,505.

FRIDAY

Breakfast: Sliced orange (75 cal.), baked egg (100 cal.), bran muffin (135 cal.), pat butter (50 cal.), cup coffee, teaspoon sugar (15 cal.).

Lunch: Tomato stuffed with tuna fish salad (150 cal.), 2 slices cinnamon toast (210 cal.), ½ cup fresh fruit (50 cal.), glass nonfat milk (85 cal.).

Dinner: Broiled swordfish steak, lemon, 4 oz. (180 cal.), baked potato half (50 cal.), pat butter (50 cal.), ½ cup broccoli (20 cal.), ½ cup cauliflower (20 cal.), small green salad, teaspoon French dressing (35 cal.), baked apple with sugar, butter (150 cal.), glass nonfat milk (85 cal.).

Day's Total Calories: 1,460.

SATURDAY

Breakfast: Half grapefruit (75 cal.), soft-cooked egg (75 cal.), slice whole wheat toast (65 cal.), pat butter (50 cal.), cup coffee, teaspoon sugar (15 cal.).

Lunch: Two-egg omelet (200 cal.), slice crisp-cooked bacon (45 cal.), hard roll (85 cal.), pat butter (50 cal.), ½ cup fresh fruit (50 cal.), glass nonfat milk (85 cal.).

Dinner: Broiled sirloin steak, 4 oz. (330 cal.), ½ cup kernel corn (70 cal.), ½ cup spinach (20 cal.), broiled tomato (30 cal.), ½ cup sherbet (120 cal.), glass nonfat milk (85 cal.).

Day's Total Calories: 1,450.

SUNDAY

Breakfast: Half cup orange juice (55 cal.), baked egg, strip crisp-cooked bacon (145 cal.), sweet roll (175 cal.), cup coffee, teaspoon sugar (15 cal.).

Late afternoon dinner: Roast turkey breast, 4 oz. (175 cal.), parsley potato (100 cal.), ½ cup carrots (25 cal.), ½ cup green beans (15 cal.), watercress, sliced mushroom salad, teaspoon French dressing (35 cal.), slice pumpernickel (65 cal.), ½ cup fruit-flavored gelatin (75 cal.), glass nonfat milk (85 cal.).

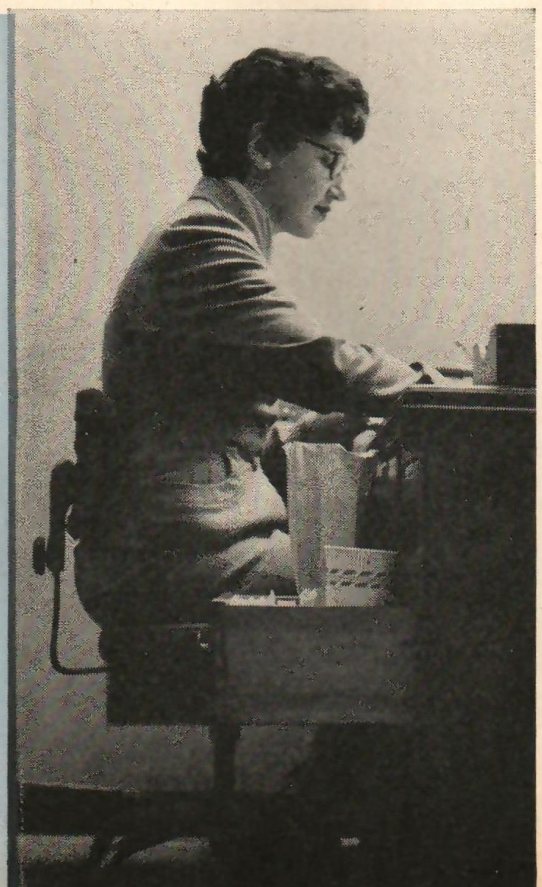
Supper: Turkey salad sandwich, white bread (245 cal.), celery, radishes, olives (25 cal.), apple (75 cal.), small wedge cheese (100 cal.), 2 saltines (35 cal.), glass nonfat milk (85 cal.).

Day's Total Calories: 1,530.

continued

2 the sedentary woman

Office- or home-bound, she needs a sound diet.



3 the pre-adolescent

Ten to thirteen is the chubby age

In pre-teen years, children often go rapidly from "string beans" to "butter balls." Since a strenuous diet is undesirable at this age, the diet below reduces daily caloric intake only about 300 calories (or the equivalent of one milk shake) from the usual.

BREAKFAST PATTERN: One piece fresh fruit or ½ cup juice, ¾ cup ready-to-eat cereal or ½ cup cooked cereal, ¼ cup milk, 1½ tsps. sugar, poached or scrambled egg, slice toast, glass milk (550 cal.).

Snack: Any time during the day—1 glass milk (165 cal.).

MONDAY

Lunch: Half cup chicken à la king (210), ½ cup rice (100), ½ cup cabbage, green pepper salad (25), hard roll (85), pat butter (50), canned peach (80), glass milk (165).

Dinner: Broiled chopped sirloin patty, 3 oz., bun (380), boiled potato (100), ½ cup green beans (15), 2 canned apricots (95), glass milk (165).
Day's Total Calories: 2,185.

TUESDAY

Lunch: Cup beef stew (250), mixed green salad, tbsp. French dressing (75), hard roll (85), pat butter (50), thin slice ice cream (165), glass milk (165).

Dinner: Broiled half chicken (150), ½ cup rice (100), ½ cup peas (70), celery hearts (10), 2 tbsp. cranberry sauce (70), hard roll (85), tbsp. jam (55), banana (90), glass milk (165).
Day's Total Calories: 2,300.

WEDNESDAY

Lunch: Corned beef hash, 3 oz. (120), ½ cup green beans (15), slice bread (65), pat butter (50), cup fruit-flavored gelatin (150), glass milk (165), small brownie square (100).

Dinner: Baked pork loin, lean, 3 oz. (285), baked potato (100), ½ cup broccoli (20), radishes, olives (20), slice bread (65), ½ cup sweetened applesauce (90), glass milk (165), two vanilla wafers (45).
Day's Total Calories: 2,170.

THURSDAY

Lunch: Cup spaghetti, ½ cup tomato sauce, 2 meat balls (350), ½ cup peas (70), lettuce wedge, tsp. French dressing (35), slice bread (65), pat butter (50), ½ cup fresh fruit (50), glass milk (165).

Dinner: Broiled beef liver, 4 oz. (160), ½ cup kernel corn (70), ½ cup stewed tomatoes (25), slice bread (65), tbsp. jam (55), canned peach (80), thin slice angel cake (110), glass milk (165).
Day's Total Calories: 2,230.

FRIDAY

Lunch: Cup tomato soup (80), tuna salad sandwich (280), celery hearts (10), 2 vanilla wafers (45), glass milk (165).

Dinner: Broiled banana (90), baked haddock filet (160), baked potato (100), ½ cup asparagus (20), ½ cup cole slaw (50), hard roll (85), tbsp. jam (55), orange (75), glass milk (165).
Day's Total Calories: 2,095.

SATURDAY

Lunch: Frankfurter, bun (250), ½ cup baked beans (150), tsp. mustard (10), mixed green salad, tsp. French dressing (35), apple (75), cup fresh fruit (100), glass milk (165).

Dinner: Broiled cubed steak, 2 oz. (175), parsley potato (100), ½ cup spinach (20), 2 carrots (20), slice pumpernickel (65), tablespoon jam (55), pear (65), thin slice sponge cake (115), glass milk (165).
Day's Total Calories: 2,280.

SUNDAY

Lunch: Liverwurst sandwich, whole wheat bread (250), dill pickle (10), sliced tomato (30), thin slice angel food cake (110), ½ cup fresh fruit (50), glass milk (165).

Dinner: Roast beef, 3 oz. (250), ½ cup mashed potatoes (80), ½ cup carrots (25), ½ cup green beans, sliced radish salad, tsp. French dressing (35), hard roll (85), 2 pats butter (100), sliced canned pineapple (95), glass milk (165).
Day's Total Calories: 2,165.

4 after fifty

It's no time to stop counting calories

For adults over fifty, studying a calorie chart can be as profitable as studying the financial page. A diet that is liberal in protein and skimpy in fat, is the best insurance for maintaining good health.

One cup coffee or tea may be included in each meal. You may use 2 teaspoons sugar each day (30 cal.). Part of daily milk allowance may be used in coffee, tea. Snack: Any time during the day—1 fresh fruit and 1 glass milk (240 cal.).

MONDAY

Breakfast: Half cup orange juice (55), cup hot cereal (150), ½ cup milk (85), slice toast (65), tbsp. jelly (55).

Lunch: Broiled chopped sirloin patty, 3 oz., bun (380), sliced tomato (30), 2 tbsps. cottage cheese and chives (30), ½ cup fruit flavored gelatin (75), glass milk (165).

Dinner: Broiled mackerel fillet, 4 oz. (165), parsley potato (100), sliced cucumbers, lettuce and tsp. French dressing (35), ½ cup spinach (15), slice pumpernickel (65), 2 tbsps. jelly (110), ½ cup pineapple chunks (40).
Day's Total Calories: 1,890.

TUESDAY

Breakfast: Half cup tomato juice (25), cup ready-to-eat cereal (125), ½ cup milk (85), slice toast (65), 1 tbsp. jelly (55).

Lunch: Chicken salad sandwich, whole wheat bread, butter (280), ½ cup orange-grapefruit salad (50), glass milk (165).

Dinner: Roast leg veal, 3 oz. (195), ½ cup rice (100), pat butter (50), celery hearts (10), ½ cup broccoli (20), 2 slices bread (130), tbsp. jam (55), baked apple (150).
Day's Total Calories: 1,830.

WEDNESDAY

Breakfast: Four prunes (120), soft-cooked egg (75), sweet roll (175), glass milk (165).

Lunch: Cup vegetable soup (80), 1-egg omelet (100), slice toast (65), small green salad, tsp. French dressing (35), cup fresh fruit (100), glass milk (165).

Dinner: Roast leg lamb, 3 oz. (230), baked sweet potato (185), ½ cup asparagus (20), tbsp. jelly (55), hard roll (85), thin slice sponge cake (115).
Day's Total Calories: 2,040.

THURSDAY

Breakfast: Half cup pineapple juice (60), cup ready-to-eat cereal (125), ½ cup milk (85), slice toast (65), tbsp. jam (55).

Lunch: Salmon salad—½ cup salmon, ¼ cup celery, tbsp. mayonnaise, salad greens (225), ½ cup sliced mushrooms, green beans (15), 2 saltines (35), ½ cup sherbet (120).

Dinner: Pot roast, 3 oz. (320), ½ cup noodles (50), ½ cup broccoli (20), ½ cup cole slaw (50), slice bread (65), cup fresh fruit (100), glass milk (165).
Day's Total Calories: 1,825.

FRIDAY

Breakfast: Sliced orange (75), scrambled egg (100), 1 slice crisp-cooked bacon (45), slice toast (65), tbsp. jelly (55).

Lunch: Cup clam chowder (85), sliced tomato on lettuce (35), bran muffin (135), ½ cup baked custard (140).

Dinner: Cup and one-half lobster thermidor (350), ½ cup rice (100), ½ cup carrots (25), canned pear half, 2 tbsp. cottage cheese (75), slice bread (65), small brownie square (100), glass milk (165 cal.).
Day's Total Calories: 1,885.

SATURDAY

Breakfast: Half cup orange juice (55), ¾ cup ready-to-eat cereal (100), ½ cup milk (85), slice toast (65), tbsp. jam (55).

Lunch: Cup chicken soup (75), Swiss cheese and tomato sandwich, lettuce, mayonnaise, rye bread (275), 2 vanilla wafers (45), ½ cup sherbet (120).

Dinner: Crab meat cocktail (60), broiled sirloin steak, 3 oz. (250), baked potato (100), small green salad, tsp. dressing (35), ½ cup kale (20), small square fruit cake (105), glass milk (165).
Day's Total Calories: 1,880.

SUNDAY

Breakfast: Sliced orange (75), hard-cooked egg (75), 2 slices toast (130), tbsp. jam (55).

Late afternoon dinner: Shrimp cocktail-6 shrimp, sauce (75), roast beef, 3 oz. (250), baked potato (100), ⅔ cup squash (65), ½ cup mixed vegetable salad on greens (40), hard roll (85), ½ cup sherbet (120).

Supper: Half cup grape juice (85), thin slice roast beef (100), toasted raisin bread (65), ½ pat butter (25), glass milk (165), small cupcake (125).
Day's Total Calories: 1,905. END

Now! More Complete Relief at Any Stage of a Cold!

New BROMO QUININE® — with Vitamin C — guarantees more complete relief than Aspirin or Any Cold "Remedy"!

Only BROMO QUININE relieves all these symptoms:

1 **Runny, stuffy, sneezy nose**
Bromo Quinine helps clear up nasal congestion . . . lets you breathe more easily. Aspirin can't do that!

2 **Headache** **3** **Fever**
Exclusive medicinal formula gives fast-acting relief . . . lasts far longer than aspirin.

4 **Tired, logy feeling—temporary irregularity**
Bromo Quinine helps perk you up . . . gently, safely brings your system back to normal. Aspirin can't do that!

5 **Muscular aches and pains**
Ache-all-over feeling disappears along with other cold symptoms . . . relief lasts far longer than aspirin!

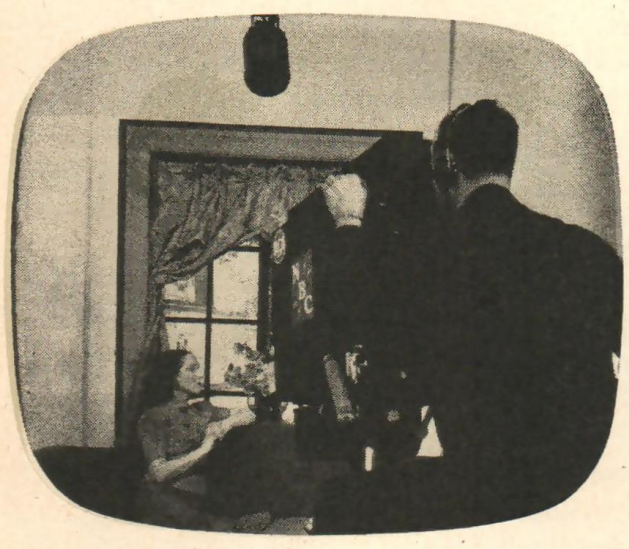
NEW! Today's Bromo Quinine is fortified with Vitamin C to help build resistance to colds as well as more serious ailments that often follow.

Here's BROMO QUININE's unsurpassed guarantee:
Whether you have a sniffle or a heavy virus cold, new Bromo Quinine cold tablets will bring you:
1. More complete relief 2. More immediate relief
3. Longer-lasting relief than aspirin or any other remedy sold *or your money back.*

When you've got a cold—get a real cold tablet!

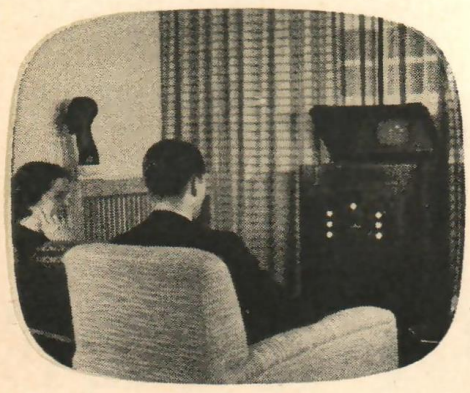
NEW BROMO QUININE

Television in our time



1937

Stars like Helen Hayes (above) made guest appearances on experimental programs that were being produced in 1937, but the medium was so primitive (below) that few saw the results.



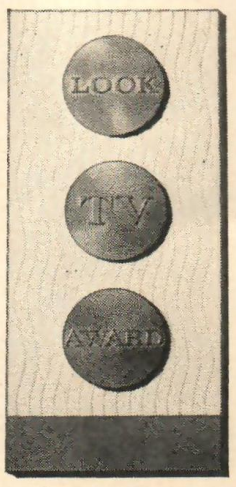
IN 1937, WHEN LOOK made its first appearance on the newsstands, there were 17 experimental television stations in the United States and less than 8,000 receiving sets. Today, 482 commercial stations blanket the country, and there are more sets in American homes than there are bathtubs; more programs in color are being scheduled; even transoceanic transmission is nearing reality.

The tremendous development of television into a multimillion-dollar industry has come only in the past ten years—starting with the advent of Milton ("Mr. Television") Berle. Yet TV traces its beginnings to the experiments of such early scientists as the German Nipkow, and the American Jenkins, in the late 19th century. In 1927 an experimental television program was transmitted by wire between New York and Washington, D. C. It showed Secretary of Commerce Herbert Hoover. A year later, in September, 1928, WGY in Schenectady, N. Y., telecast the first dramatic play, *The Queen's Messenger*, a blood-and-thunder melodrama. Equipment was so primitive that only one actor's face could be seen at a time.

Commercial TV grew out of these pioneer endeavors when, in 1939, the Milwaukee *Journal* petitioned the FCC for permission to telecast programs on a commercial basis. On April 30, 1941, the FCC authorized commercial TV operation to start July 1 of that year.

A TV high light of the pioneer year of 1939 was the opening of the New York World's Fair by President Franklin D. Roosevelt. During the summer, major sports were introduced, including such firsts as the Max Baer-Lou Nova fight at Yankee Stadium in June; a Brooklyn Dodgers-Cincinnati Reds double-header at Ebbets Field in August; and Fordham's football encounter with Waynesburg at Randall's Island in September. In 1940, the coaxial cable was first used to transmit scenes from the Republican Convention in Philadelphia to New York.

Although there were 10 commercial TV stations in existence by May, 1942, it was not until 1946 and 1947 that the public grew TV conscious. In 1947, there were 16,476 receivers in circulation; in 1956, 39,148,000 sets, or one in three out of every four homes. Approximately ninety per cent of the population was within range of one or more commercial stations.



Since the average set is watched five and a half hours per day, television can create stars—Roberta Sherwood, Elvis Presley—in a night. But it also can forget them with unprecedented speed, as former TV steadies Ed Wynn, Imogene Coca and Red Buttons can tell you.

For a report on those entertainers who currently reign as kings and queens of the TV hill, see LOOK's Seventh Annual Television Awards beginning on these pages.

SEVENTH ANNUAL

LOOK TV AWARDS

1957

BEST DRAMATIC SERIES (hour or more)

Playhouse 90, CBS-TV. (For the series which most consistently presented plays of high merit—original or adapted—including excellence in production, acting and direction.) Quick to gain recognition after its fall debut, *Playhouse 90*'s smooth and elaborate production team (left) resulted in shows like *Requiem for a Heavyweight* (above) that have little in common with the crudely lighted and photographed experimental productions of 20 years ago.

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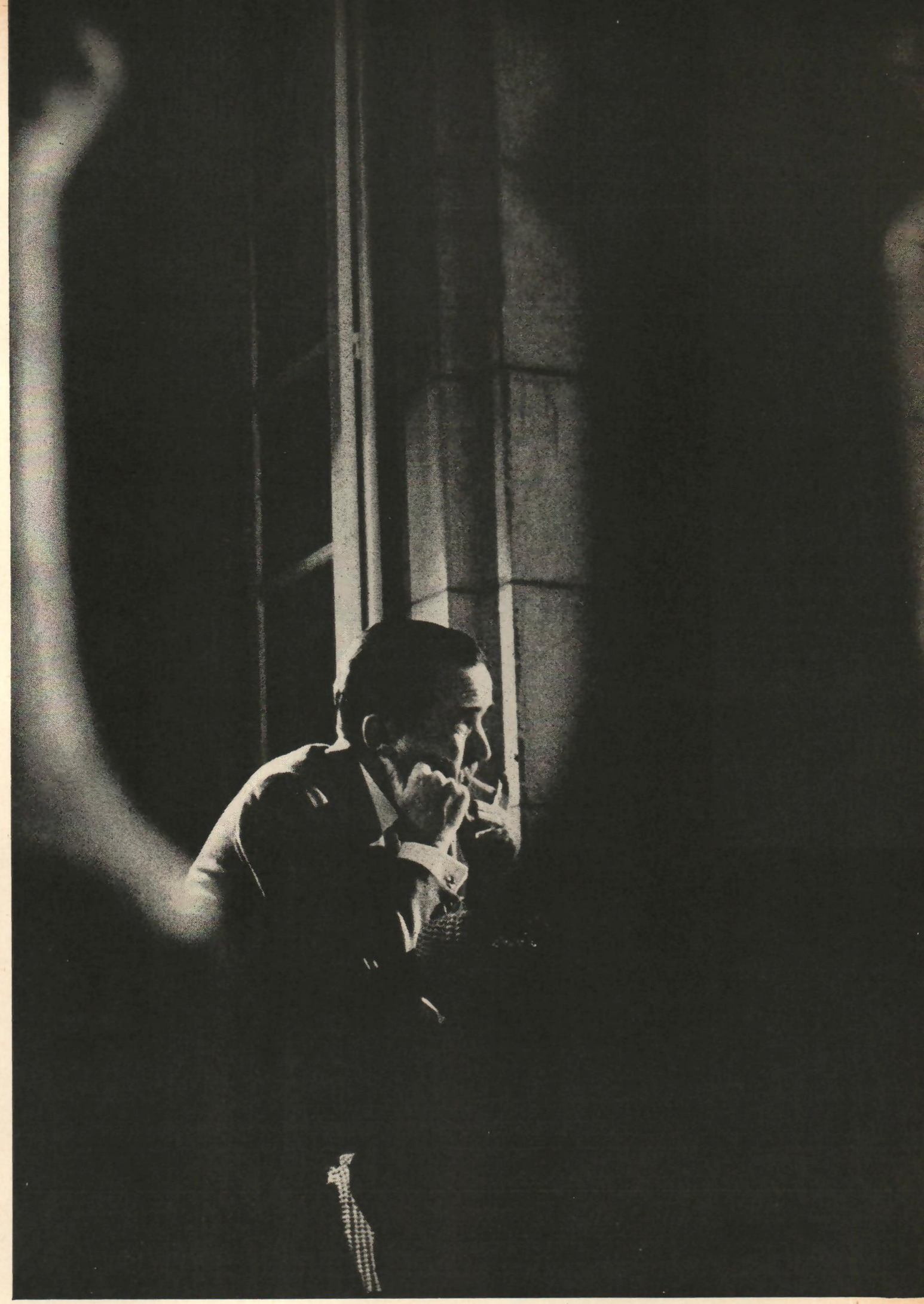
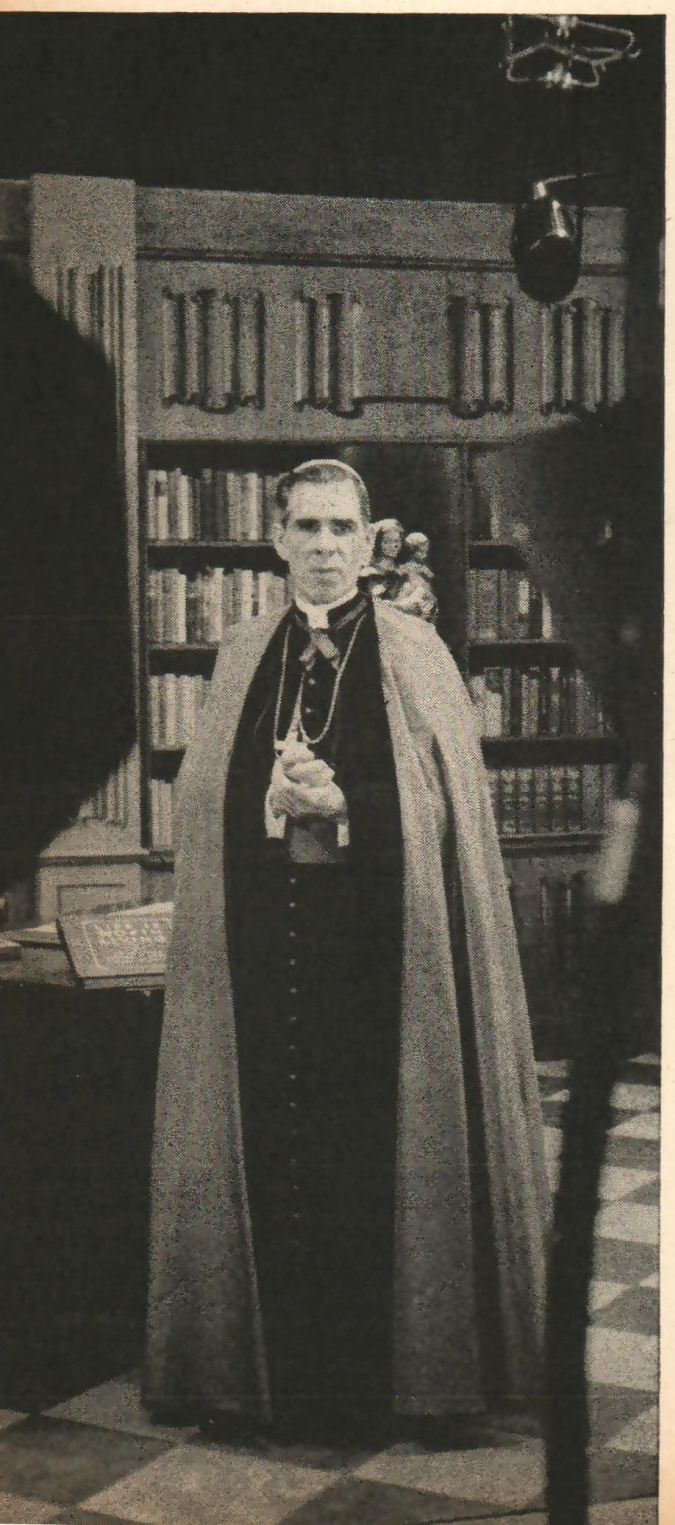


BEST PUBLIC AFFAIRS SERIES

See It Now, CBS-TV. (For the special or continuing series which made the most significant contribution to public understanding.) It consistently tackled issues of national and international importance. At right, Edward R. Murrow tries to break down a wall of evasion set up by President Abdel Nasser of Egypt.



SEVENTH ANNUAL LOOK TV

BEST RELIGIOUS SERIES

Life Is Worth Living, ABC-TV. (For outstanding achievement in the treatment of spiritual or inspirational themes.) Bishop Fulton J. Sheen continued to hold the admiration of critics and audiences with his discussions of vital facets of American life.

These shows and personalities represent the best TV offerings over the past year in 16 categories from religion to sports

BEST COMEDY SERIES (straight)

Caesar's Hour, NBC-TV. (For superior humor and originality in the presentation of straight comedy.) Versatile Sid Caesar, a winner in the first annual Look awards, again paced the field in 1956.

BEST QUIZ OR PANEL SERIES

I've Got a Secret, CBS-TV. (For the most entertaining and interesting quiz or panel series —excluding series devoted to discussion or public affairs.) Garry Moore's show proved that a quiz can be entertaining without large prizes.

AWARDS

continued

Look's Seventh Annual TV Awards reflect the changing scene in television. Several new categories have been added and others that formerly had been included were eliminated. In the 1956 voting, American newspaper TV critics and editors again indicated their preferences by secret ballot. Only those programs that were telecast between November 1, 1955, and October 31, 1956, were eligible for recognition. To avoid possible difficulty in defining categories, the ballots included a partial listing of shows for each division, based on suggestions made by the three national networks. (Programs sold locally by syndicators were ruled ineligible.) Those polled forwarded their marked ballots to the accounting firm of Ernst and Ernst, which then tabulated the votes and advised Look. The winners represent accepted standards of excellence in 1955—'56 TV.

continued

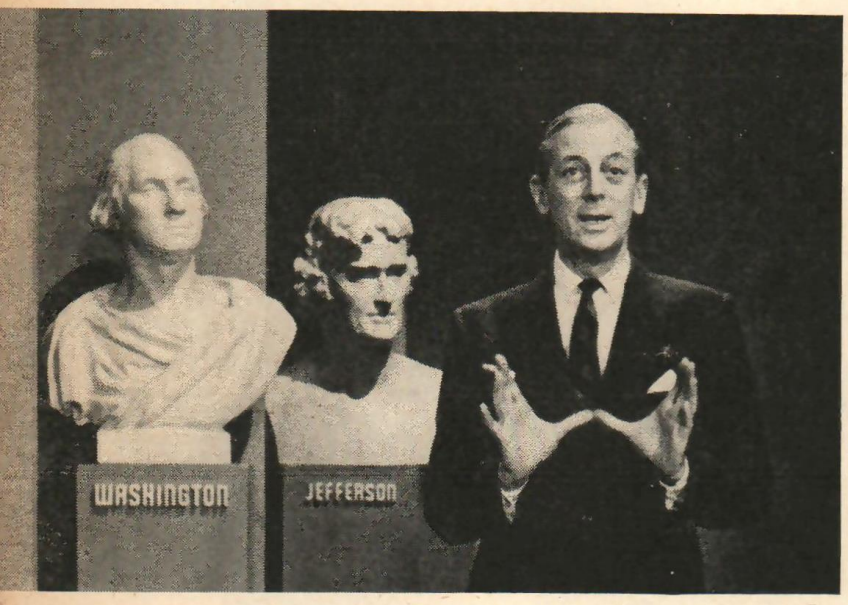
Produced by GEORGE EELLS and DAVID ALDRICH

LOOK TV AWARDS

continued

BEST DRAMATIC SERIES (half hour)

Alfred Hitchcock Presents, CBS-TV. (For the half-hour drama series which most consistently presented plays of high merit.) Macabre humor and suspense gave the Hitchcock series a style and flavor distinctively its own.

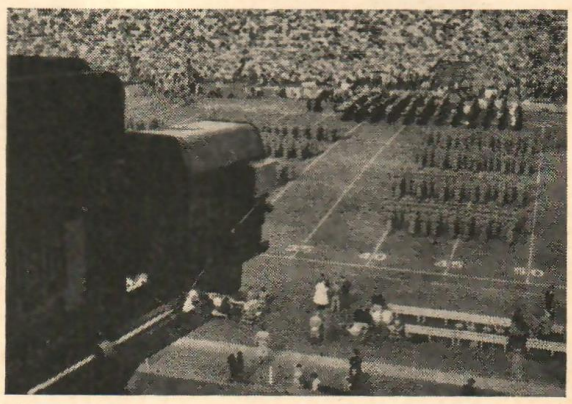


BEST EDUCATIONAL SERIES

Omnibus, ABC-TV. (For the most intelligent presentation of educational material to TV audiences.) Presided over by Alistair Cooke, the Ford Foundation's intellectual variety show instructed viewers while entertaining them.

BEST COMEDY SERIES (situation)

The Phil Silvers Show, CBS-TV. (For superior humor and originality in the presentation of situation comedy in a continuing series.) Funnyman Silvers' unique clowning established him as a reigning top banana on television.



BEST SPORTS SERIES

NCAA Football, NBC-TV. (For the most informative sports analysis or effective on-the-spot coverage.) Each Saturday during the season, it telecast the NCAA's selection of the college game of the week.

BEST NOVELTY SERIES

Person to Person, CBS-TV. (For the most original approach to TV entertainment in a continuing series.) Ed Murrow gave viewers a look at the home lives of such personalities as the Duke and Duchess of Windsor.

continued

For the Names at the Top of your List

Only the Finest is Fine enough for Christmas

Give **Seagram's** *and be* **Sure**

SEAGRAM'S V. O. CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES . . . 6 YEARS OLD—86.8 PROOF.
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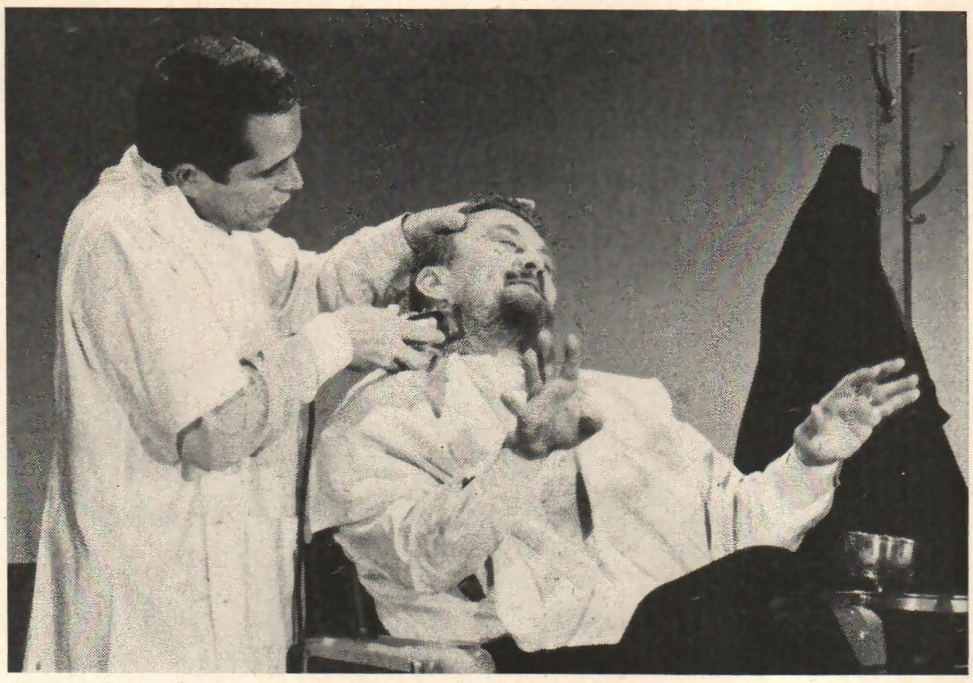
LOOK TV AWARDS continued



BEST MUSICAL SERIES

The Perry Como Show, NBC-TV. (For the musical series which best demonstrated variety, originality and excellence.) Como's relaxed way with songs and guests (Kirk Douglas, above) put him ahead of his strong competition.

BEST VARIETY SERIES

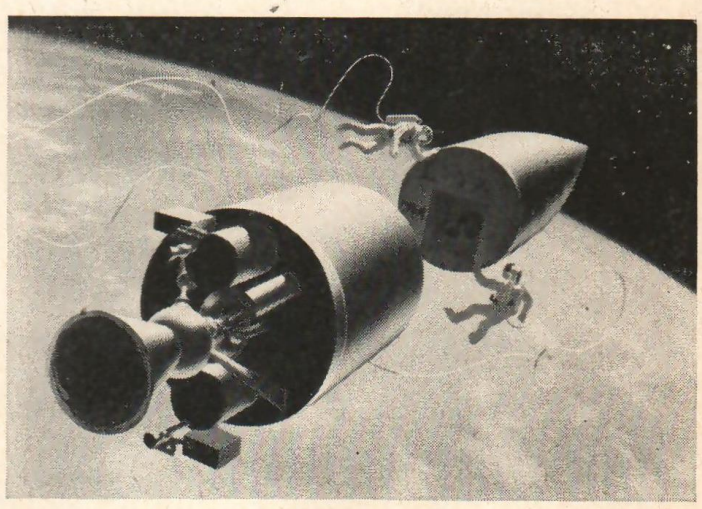
The Ed Sullivan Show, CBS-TV. (For the variety series which presented the most interesting and entertaining show.) Topical vaudeville, as represented by Elvis Presley, kept Sullivan's program on top for the third successive year.

BEST DRAMATIC SHOW

The Caine Mutiny Court-Martial, CBS-TV. (For the single most stimulating, interesting and original dramatic play in the hour and hour-and-a-half categories.) This Broadway success, with Lloyd Nolan and Ainslie Pryor, rear, fitted the medium so well that it could have been written for TV.

BEST MUSICAL SHOW

Peter Pan, NBC-TV. (For the best individual show, including spectaculars, concerts, operas, tributes, ballets and musical plays.) A revival of Mary Martin's *Peter Pan,* a 1955 award-winner, earned the show still another accolade in '56.

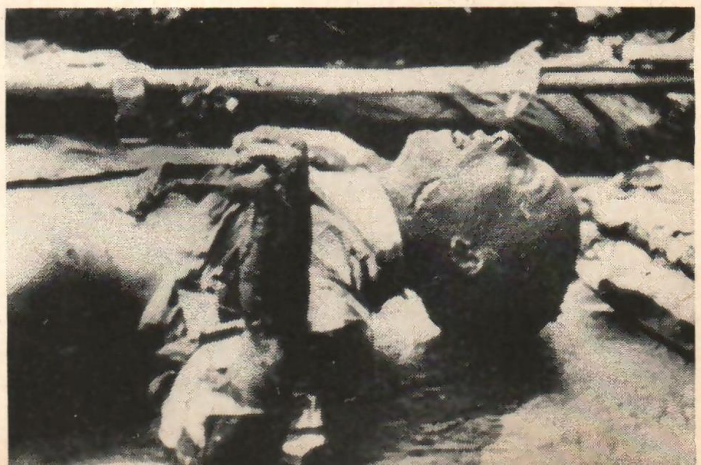


BEST CHILDREN'S SERIES

Disneyland, ABC-TV. (For the series which most effectively presented material appealing to children.) In its stories from science, history, adventure and fantasy, it demonstrated again the tremendous appeal of Walt Disney's approach.

BEST SPECIAL PROGRAMS

Project 20, NBC-TV. (For the most interesting and best special program or special TV coverage appearing on a one-time or occasional basis.) Such works as *The Twisted Cross* showed what impact creative documentaries can have on TV.



Happy New Year...
Happy baking!
Betty Crocker

For a happy New Year—bake up a Brown Sugar Fudge Cake with soft . . . soft . . . Softasilk Cake Flour. Even if you sifted ordinary flour 12 times, it couldn't be so light, so luxurious. Softasilk is the flour that makes the cakes that make you famous. Betty Crocker of General Mills

P.S. OUR RECIPE? IT'S RIGHT ON THE SIDE OF EVERY SOFTASILK PACKAGE. FROSTING RECIPE, TOO!

The Difference in Taste is Terrific because it's

OLD THOMPSON

*ONLY WHISKEY we know of that's still patiently "Wed-in-the-Wood" (instead of being bottled right after blending it's first put back in the barrel to "marry"). This gives Old Thompson a *terrific* difference in taste. Try it and see.

OLD THOMPSON BLENDED WHISKEY, 86.8 PROOF. 37½% STRAIGHT WHISKIES 4 YEARS OR MORE OLD. 62½% GRAIN NEUTRAL SPIRITS. GLENMORE DISTILLERIES COMPANY, LOUISVILLE, KENTUCKY.

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PHOTOQUIZ

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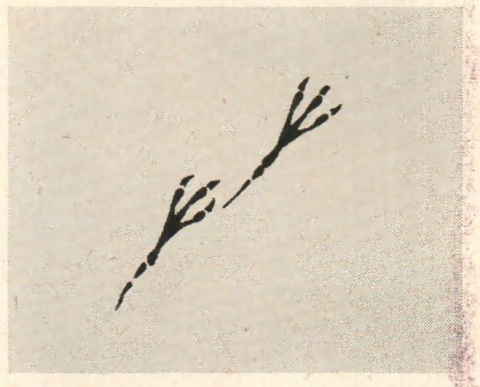
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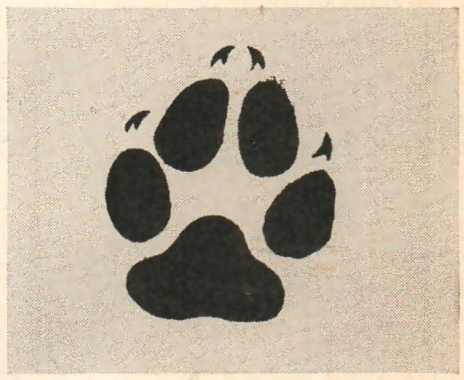
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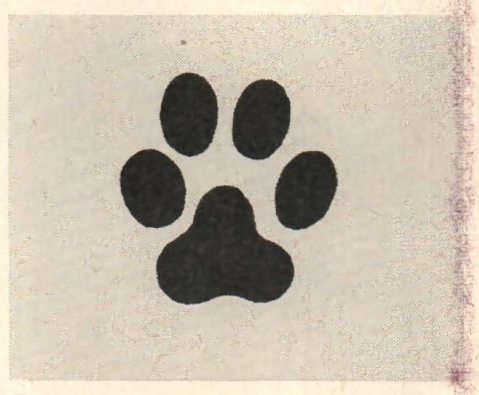
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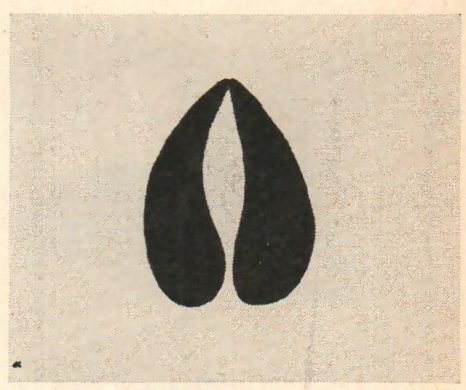
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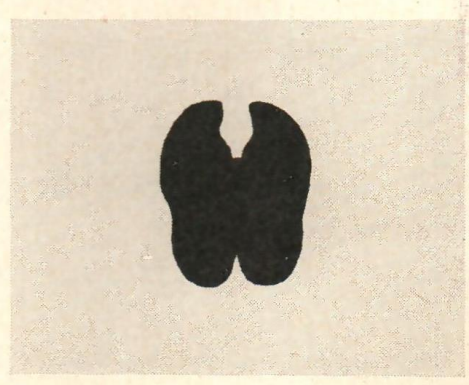
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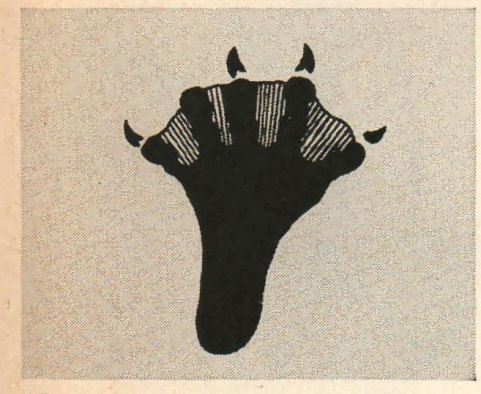
Photoquiz—Trade-Mark Reg. U. S. Pat. Off. and Canada.

Test your skill at identifying animals from their tracks. Score 5 for each correct identification. A score of 60 is passing, 70 is fair, 80 is good; 90 or above makes you a big-time hunter.



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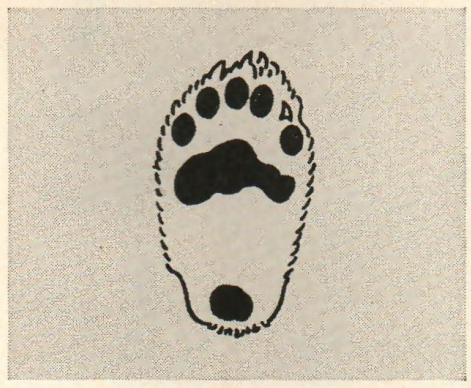

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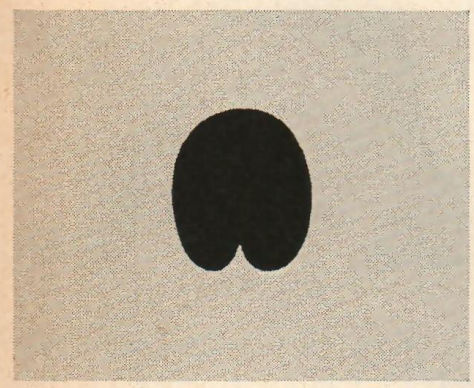

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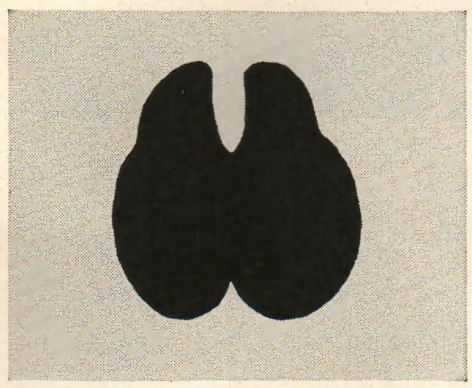

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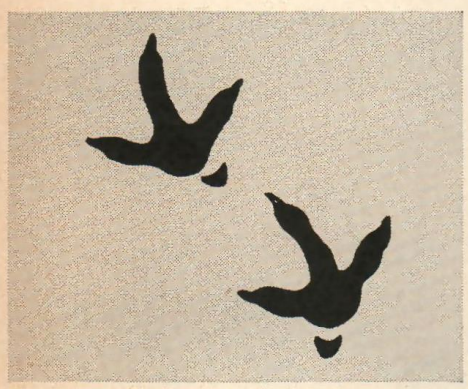

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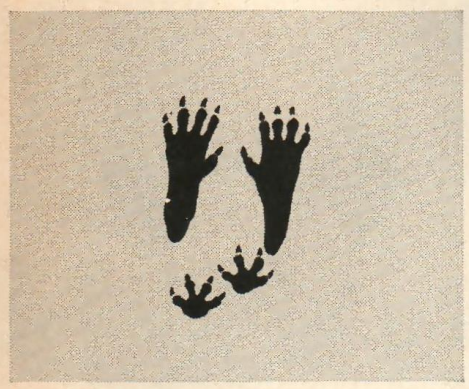

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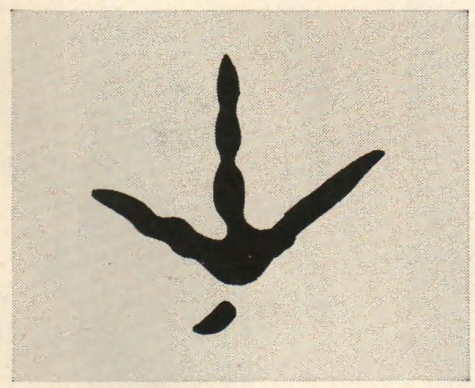

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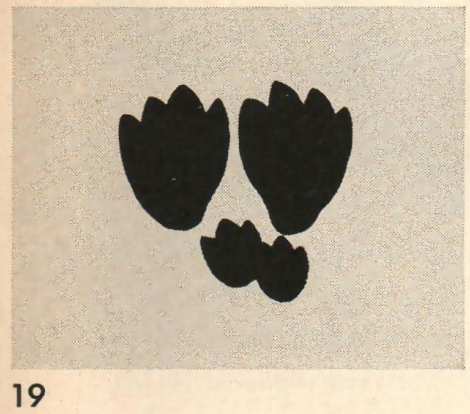

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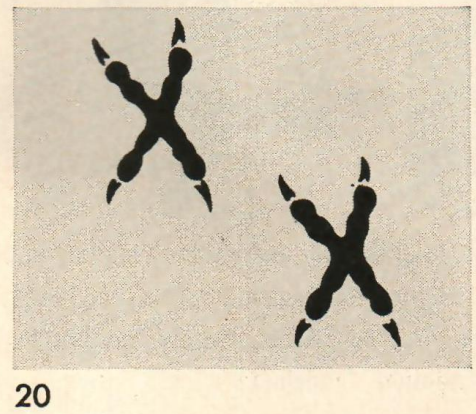

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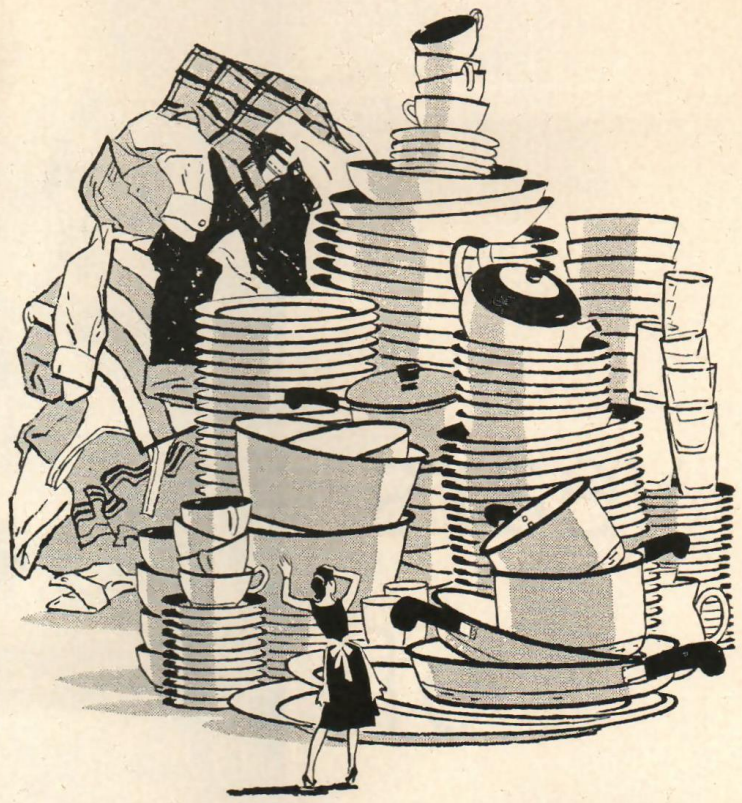
ANSWERS ON PAGE 53



How to move mountains—in minutes

When housekeeping chores pile up, you can cut them down to size in minutes—with a flip of a switch. Electricity is always on hand for washing, ironing, dishwashing and scores of other jobs around your home.

And there's always *more* power where that came from—and always will be. Right now, for instance, America's more than 400 independent electric companies are spending 2 billion dollars a year doubling the supply.

Having plenty of low-price electricity—*always*—is only one of many ways you benefit when you are served by one of *America's Independent Electric Light and Power Companies**.

**Company names on request through this magazine*

ITCH STOPPED IN A JIFFY or money back

Very first use of soothing, cooling liquid **D.D.D. Prescription** positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 45¢ trial bottle must satisfy or money back. Ask your druggist for **D. D. D. PRESCRIPTION.**

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Handle all transactions by mail. Funds postmarked by the 16th earn from the 1st.

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BART LYTTON, President

FIRST WESTERN SAVINGS AND LOAN ASSOCIATION

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NEW! GUARANTEED MEDICAL RELIEF FOR PAINFUL, INFLAMED

HEMORRHOIDS

OR YOUR MONEY BACK!

Read this gilt-edged guarantee: Regardless of the remedies you've tried, *new* UNGUENTINE Suppositories promise you this: If you've ever bought a pile remedy—*anywhere*, at *any* time, at *any* price that brought you:

1. **Faster pain relief**
2. **Quicker reduction of swelling**
3. **More soothing coating of your entire irritated area**

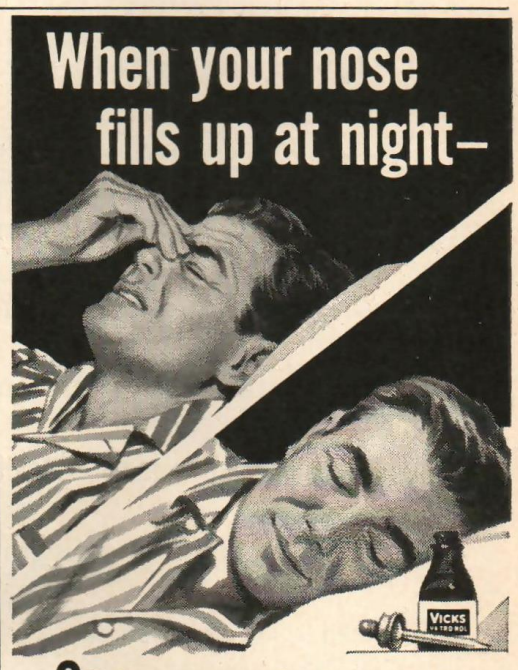
. . . return your purchase to the druggist and every last penny will be refunded!

No messy tubes, nozzles. In mere seconds, UNGUENTINE Suppositories release medication to help kill pain, shrink piles, bring comfortable elimination! *A Norwich Product.*

Unguentine® SUPPOSITORIES

—for Hemorrholds

When your nose fills up at night—



Open up your nose—

BREATHE AGAIN -SLEEP AGAIN!

Stop tossing and turning on those nights when a stuffed-up nose keeps you from falling asleep. Use Vicks Va-tro-nol® Nose Drops! A few drops up each side of your nose, as directed in package, and . . . your nose opens in seconds. You can *breathe* again!

Nothing works like Vicks Va-tro-nol Nose Drops to open a stuffed-up nose. Use it! Breathe again! Sleep again!

VICKS VA-TRO-NOL NOSE DROPS

20 years of fashion

In the two decades since LOOK's first issue, women proved beyond any doubt that, when it comes to clothes, they are willing to go to extremes. In the thirties, "ungirdled" was synonymous with "sexy." Tummies protruded and bosoms were unconfined. During the war years, women looked militant and masculine. Then, in 1947, Dior dropped the hemline almost to the floor and American girls' gorgeous gams disappeared from view. There was a yelp from the men, but nothing like the one that was heard when, seven years later, he flattened the bosom. Now, in 1957, women are emerging from the 1910 look. What lies ahead? One thing for sure: more extremes.

1937 The bias look emancipated the American female figure, continuing the body freedom of the twenties with lengthened skirts. Mrs. William Rhinelander Stewart looked demure and covered up in daytime sportswear, but actress Carole Lombard made a sexy appearance in a loose, beaded gown.

1940 The skimpy look modeled by Muriel Maxwell was the influence of Occupied Paris showing up here in the U.S.

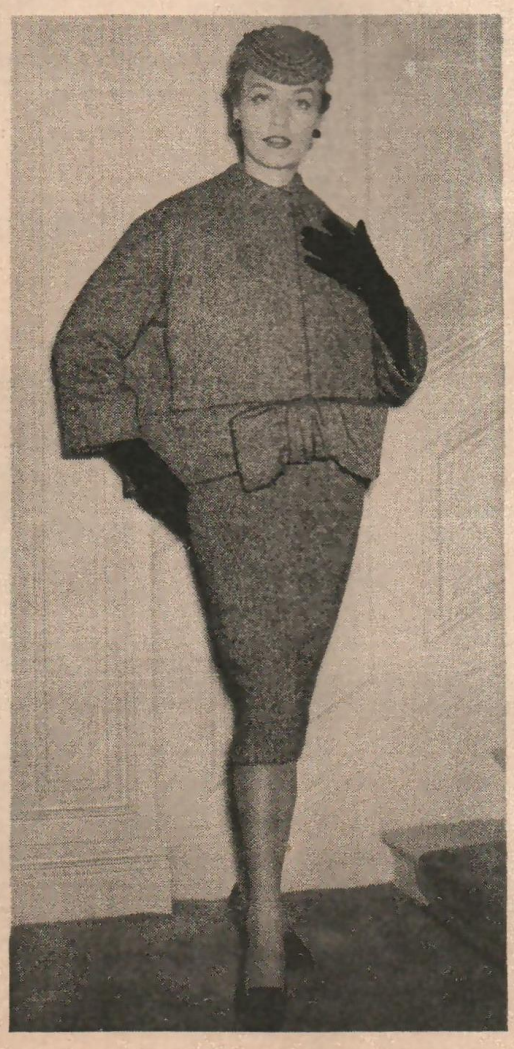
1942 The unbalanced look of the war years was caused by Ruling L-85 restricting the amount of fabric used in clothes. Gloria Vanderbilt wore a suit with wide padded shoulders and a knee-high skirt. An incongruous frivolity was her huge, back-of-the-head hat. War workers, in the meantime, launched slacks for street wear, with these rear-view results.

1948

Dior's "New Look"—pinched waist and full, drooping skirt with flats—was in full swing. This leg-hiding silhouette disappointed men and made getting into vehicles hazardous, but it swept America's streets clean.

1950

Petticoats billowed as hips were emphasized. The paper-doll look, with an exaggeratedly tiny waist, made girls resemble walking lampshades. Revived with layers of petticoats were constricting waist cinches.



1953

Skirts went up with a leggy look that was good news to Americans. Whether skirts were full or tight, they were shockingly shorter. Dior also contrived the dome silhouette, a barrel-shaped line that often masked the bosom and the waistline in daytime suits like the one pictured here.

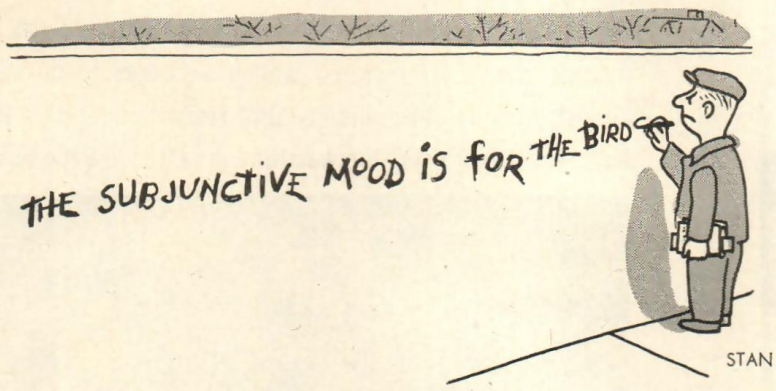
1956

Last year's "My Fair Lady" look, inspired by the musical, was a return to the 1910 fashion for ladylike chiffons, hobble skirts and floating panels. It restored women's bodies to normal—almost. But the designers couldn't resist tampering a little with reality by raising the waistline to just below the bosom.

LOOK ON THE

Light Side

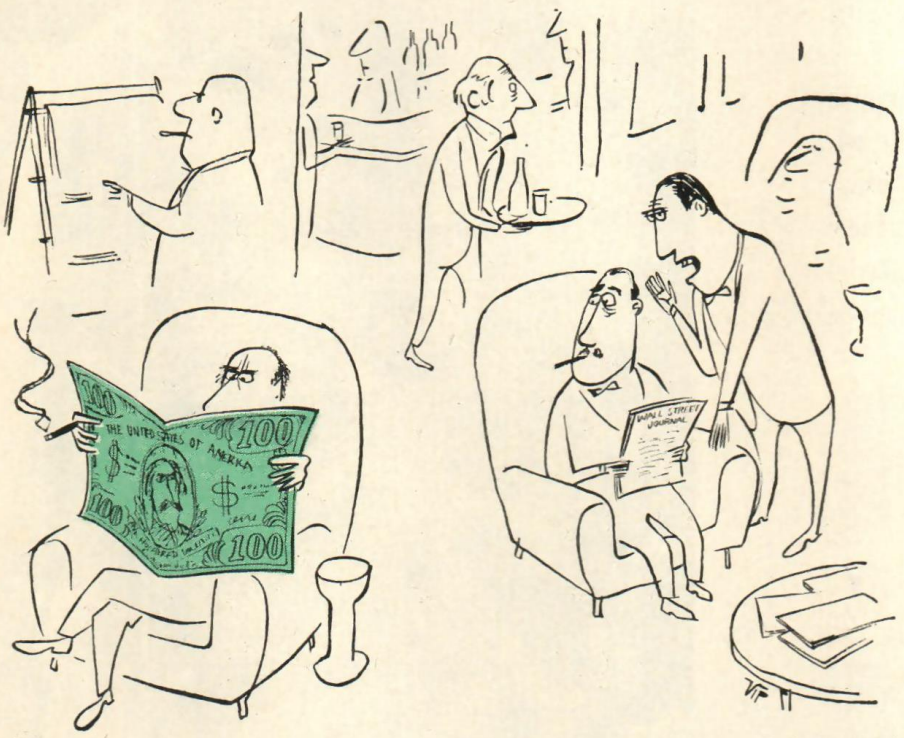
EDITED BY GURNEY WILLIAMS



STAN HUNT

LOOK MARTHA BLANCHARD

"When I told him I liked Shakespeare, I didn't mean for a whole evening!"



LOOK VIRGIL PARTCH

"That's V. P. Kosgriff. Everything he touches turns to money."

$ign language

Money's not the goal I
stress,
But many strive to reach
$u¢¢e$$.

RUSSELL NEWBOLD

Classified desperation

Single women, age 18-129 are required immediately for training as accountants, stenographers . . .

Vancouver *Sun*

Famous lost words

[From the Wildwood-by-the-Sea, N.J., *Independent Record*]

Wanted: Woman to cook and do general horse-work.

Books. Buy 'em here. Orders received before noon shipped some day.

Mr. and Mrs. ——————— received word that their daughter and her husband and their foul children moved to Washington, D.C.

Of men and marriage

A smart gal is one who can hold a man at arm's length without losing her grip on him. *A. E. MINDER*

No matter how hard one may try to make a success of married life, it still takes two. *PAUL C. LAW*

In managing men, Grandmother usually dropped either a hint or a handkerchief. Granddaughter lowers the boom. *ELDON PEDERSEN*

January inventory

The gifts I got are properly
sized,
Useful, profuse
And *personalized!*

I've monogrammed socks,
Initialed clocks;
I've branded corks
And pickle forks.

My name's on golf tees,
Tea bags, potato slicers,
Pajamas, metronomes,
Ear screws, windshield de-icers.

Thus, when I sleep or walk
or ride,
I'm splendidly identified—

And, frankly, find it dull
to be
So positive that
I am me.

PHILENE HAMMER

How to please a husband

At five o'clock some afternoon, put your hair in curlers and don your rattiest housecoat. When your husband drags into the house at 5:45, make sure you're lounging in an easy chair eating peanuts and watching TV. Tell him the washing-machine motor burned out, the dog needs a tonsillectomy and supper will be late because the butcher gave you steak instead of chicken livers and you had to drive back downtown on a flat tire to make the exchange.

While you and he are eating the chicken livers and discussing the increase in fuel-oil prices and school taxes, simply say to him, "Why don't you go bowling tonight?" This will make him very happy.

FRED HOUSTON

The weakness of most New Year resolutions is they're allowed simply to go in one year and out the other. *G. NORMAN COLLIE*

LOOK DAVE GERARD

"I don't care about New Year's! I wanna stay up and watch Daddy come in!"

FOR YOUR DRYNESS,

YOUR HIGHNESS...

THIS FRESH, CLEAN TASTE!

• Whatever level you operate at—a dry throat is a dry throat. And a fresh, clean taste is what you need for it.

Not just "something cold", mind you . . . but 7-Up . . . the sparkling drink that not only tastes fresh and cool going down, but leaves your mouth and throat cool when you *finish* the bottle. Results? No stickiness . . . no come-back thirst . . . just a real *cool you.*

You like it...
it likes you!

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Nothing does it like Seven-Up!

LIKE YOUR PLEASURE **BIG?**

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HERE'S TO LAUGHTER . . . AND PLEASURES YOU'VE EARNED! LIKE THE **REAL** SATISFACTION OF A **REAL** SMOKE, A CHESTERFIELD WITH **BIG FULL FLAVOR** THAT COMES SMILING THROUGH . . . THE **SMOOTHEST TASTING SMOKE TODAY,** BECAUSE IT'S **PACKED MORE SMOOTHLY** BY EXCLUSIVE **ACCU•RAY.** TAKE YOUR PLEASURE **BIG . . .**

SMOKE FOR REAL SMOKE CHESTERFIELD